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SIERRA MADRE NEWS

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SIERRA MADRE, LOS ANGELES COUNTY, CALIFORNIA

FRIDAY, JANUARY 7, 1927

Humphries In Real Estate Field Here

W. R. Humphries started the New Year by opening an office in the Isaacs block at 24 West Central, where he will carry on a general real estate and insurance business. He hopes it will keep him busy enough so he will be able to enjoy that splendid new home now near completion at 214 West Carter. If it does not keep him busy he fears he may suffer a recurrence of the urge to go on the road again. And his present thought is that he has had enough traveling business to last him the rest of his life.

For several years Mr. Humphries has sold a line of advertising specialties throughout the western states. He will continue his agency for this line, working through a staff of assistants. This is only one of the varied types of advertising experiences which Mr. Humphries has enjoyed, and which promise to be of value not only in his present business venture but in his work as president of the Sierra Madre Chamber of Commerce.

Although his present residence in Sierra Madre is of comparatively recent date, Mr. Humphries is entitled to be classed among the pioneers. He came here with his parents, the late George Humphries and Mrs. Catherine Humphries, now of 81 East Grand View Avenue, in the early nineties. His first business venture was as a newspaper photographer and reporter, with the Los Angeles Times and with the Hearst papers in the east. About two years ago he returned to Sierra Madre and bought the old Humphries home on West Carter Avenue. He had the old house wrecked and has now near completion one of the most charming residences to be found in Sierra Madre.

LINHARTS ARE HAPPY TO BE HOME AGAIN

Mr. and Mrs. Chris P. Linhart returned last week from the east after an absence of several months and are glad to again be in their home at 338 East Grand View. Mr. and Mrs. Arthur Johnson resided there during their absence.

Mr. and Mrs. Linhart spent most of the time at their old home in Pittsburgh, Penna. In November they made a trip down thru Florida and on to Havana. In Florida they describe the devastation of the hurricane as terrible. The cities do not show so much effect because buildings were repaired and debris cleaned up. But the most disheartening thing was the destruction of gigantic palms and other tree growth which cannot be replaced in decades.

In Pittsburgh the Linharts are completely at home by reason of their long residence there while Mr. Linhart was connected with the Pennsylvania railroad. As a veteran conductor he was highly regarded by railroad officials with whom he enjoyed close personal acquaintance. When the Pennsylvania sent out a special train to carry the President of the United States or some other notable, Mr. Linhart was usually assigned to take charge and his career is full of interesting experiences from such service. Upon his retirement from active service a few years ago, he received a sheaf of testimonial letters whose signers would make a pretty complete roster of the big men of the road. Before getting away from that December weather in the east Mr. Linhart caught a severe cold which he feared was going to get the better of him. This week's sunshine has been proving splendid medicine.

Donald Scoles, a prominent insurance salesman of Pasadena, was in the city Thursday, visiting Joe R. Eastwood. They were formerly classmates at Northwestern, where Mr. Scoles was a member of the Big Ten championship swimming team for three years. Mr. Scoles was one of the first to see service in France, enlisting in the American Ambulance Field Service before the United States entered the racket, and later becoming identified with the A.E.F.

INSTALLATION OF OFFICERS NEXT TUESDAY

Installation of officers of Sierra Madre Lodge No. 408, F. & A. M., will take place next Tuesday night in the Masonic Temple. Leslie M. Renaker of Monrovia, district inspector, will officiate as installing officer. Justus Kraft of Sierra Madre, past master of Westgate Lodge, will be master of ceremonies. H. E. Allen, master of the lodge, extends a cordial invitation to members of the order residing in Sierra Madre to attend the meeting. New arrivals are especially invited to come and make themselves known. The lodge convenes at 7:30 o'clock.

Observations

(By G. B. M.)

REAL BARGAINS OFFERED HERE—

When Sierra Madre merchants put on special sales, their customers know the values offered are bona fide. There is none of the high pressure selling, none of the trick stunts by which imaginary bargains are offered in comparison with fictitious "regular" prices, and none of the terrific wear and tear on customers who battle their way through the crowds in metropolitan stores.

Two Sierra Madre merchants offer special sales this week. These afford big money-saving opportunities. Other merchants have indicated to the News their intention of holding sales later. This is one of the big sale periods of the year and Sierra Madre merchants are keeping step with the rest of the commercial world. Attention is called to these facts in the hope that shoppers will give their home merchants first chance, and find what real opportunities are offered at home.

EDUCATING A WIFE—

A Sierra Madre merchant had the surprise of his life the other day when his wife walked into his store after an expedition to the roaring city and proudly displayed a "bargain" she had acquired in his own line of merchandise. She had paid 55 cents for three pounds of a certain commodity, and justified it on the ground that she had no idea he carried anything so cheap; said she knew he took pride in his high-grade merchandise and thought he would not even carry that grade.

Imagine the surprise of the good wife on being told that friend husband not only carries the same grade of goods as a staple item, but sells a four-pound package regularly for 60 cents at a satisfactory profit. And she had paid 55 cents for 3 pounds!

Give the home town merchant a chance!

HELP THOSE WHO HELP—

The services of pure accommodation performed cheerfully and without charge by home-town merchants in the course of a year are so many and so valuable that sheer gratitude ought to prompt reciprocity in home-trading to the greatest possible extent. For instance two business men offer, in their ads this week, to procure automobile license plates without charge for the service. And anyone who has had to stand in line or pay a highwayman's fee in Los Angeles for getting his plates, ought to feel a deep appreciation.

SADLER PUTS UP BARGAINS AT BIG SALE

The annual January Sales at Sadler's dry goods store have become a fixed Sierra Madre institution. Through years of experience many Sierra Madre shoppers have found them to afford opportunities to effect very material savings. This year's sale, announced in the News this week, promises to eclipse all previous sales in quantity of merchandise to be moved. The clever shopper will find the advertisement on another page worth studying, and a visit to the store especially worth while.

Friday, February 4, has been reserved by the League of Youth of the Congregational Church for an entertainment to be given in the Woman's Club House. Save the date.

Voting Soon On Annexing To Pasadena

Another square mile of territory in the Lamanda Park neighborhood will vote February 23 upon the question of annexing to Pasadena. Gradually but steadily Pasadena grows toward Sierra Madre. Each advance in building up new territory is followed by a shifting of the city boundary lines.

The new territory seems likely to vote favorably upon the proposition because of its necessity for water supply. It is now served by the Pasadena water department under a temporary agreement. This agreement expires about five weeks after the election date, so that if annexation is rejected it will be necessary to arrange quickly for a supply from some private source.

The annexation proposal was put up to the Pasadena city directors by a petition signed by eighty-eight voters in the district affected. The board set the election date and designated the polling place at 3017 Blanche Street.

The territory affected includes districts southeast of Lamanda Park and also northeast as far as the Pacific Electric right of way at a point 150 feet east of Sierra Madre Villa Road. This would leave less than half a mile between the boundaries of Pasadena and Sierra Madre.

Following are the boundaries of the territory which seeks admission to Pasadena:

Beginning at the westerly line adjacent to the easterly line of Lamanda Park, thence south all the way to the old city line, except at a point one-half way between San Gabriel Boulevard and Annie Street, thence on a direct line south to the north line of San Marino, thence easterly and southerly along the present northerly and easterly line to within 500 feet north of Lombardy Road, thence east to the easterly line of Sunnyslope Estate, thence northerly along the east line of the Sunnyslope Estate to the south line of Rose's Subdivision of Lamanda Park, thence westerly to a point within 30 feet of the present easterly line of Lamanda Park northerly and parallel to the easterly line of Lamanda Park to a point 75 feet south of Railroad Street, thence easterly 76 feet, thence northerly to Railroad St., thence easterly to include the Besse playground property, thence easterly on Railroad Street to Rose's Subdivision of Lamanda Park, thence northerly to Sierra Madre Villa Road, thence easterly to a point 150 feet east of Sierra Madre Villa Road, thence northerly to the Pacific Electric right of way, thence westerly along the Pacific Electric right of way to the Southern California Edison Company's right of way, thence south to Hermanos Street, and thence west to the present easterly city boundary.

Community Welfare to be Legion Aim

During the coming year each of the 300-odd posts of the American Legion in California is expected to perform some worthwhile service to the community in which it lives, according to a plan mapped out by John F. Slavich, state commander of the Legion, and the members of the executive committee of the World War Veterans' organization, according to word received from San Francisco.

"The backbone of the American Legion, the local post, is expected to devote a part of its time during the coming year to community service," Commander Slavich says. "Each post will undertake some particular form of civic activity, other than its regular program which includes child-welfare work, Americanization activities, forest conservation, and so on."

The community service movement is to be one of the principal endeavors of the Legion throughout the United States during 1927.

One difficulty in maintaining a stable government in Mexico is that there are too many stalls.

AUTO LICENSE CAN BE SECURED HERE AT HOME

In past years many Sierra Madre motorists have tried to get their automobile licenses at the Los Angeles offices of the state motor vehicle department, got tired at having to wait standing in a long line and then paid an exorbitant fee to some unofficial bureau to get the license for them.

Local motor car owners can save themselves all the bother and unnecessary expense by the simple expedient of taking their certificate and check to the Sierra Madre Garage, Milt Steinberger does the rest, in his usual accommodating manner. He performs this service of accommodation through the cooperation of the Automobile Club of Southern California. W. R. Humphries also offers similar free accommodations at his new office, working in cooperation with the National Automobile Club.

Plan to Use Tractors On Firebreaks

Intensive work on trails and firebreaks in the vicinity of Sierra Madre will be started at once, according to announcement by the district forestry office in Pasadena and by Ranger M. H. Davis, stationed in the Big Santa Anita Canyon. A crew of twenty workmen will be established first in the Big Santa Anita, and work is expected to continue until June.

Tractors may be ultimately used to construct firebreaks, according to Chief Dispatcher A. J. Mueller, in charge of the comprehensive program now in progress. Mr. Mueller, accompanied by Deputy Supervisor Lewis H. Anderson, left Wednesday night for King City to determine whether the tractors will be practical in the nearby mountain area.

The tractors have been proclaimed as most successful in firebreak work in the Mt. Shasta district, according to forest officials. Mr. Mueller and Mr. Anderson will decide whether they can be used successfully on the steep grades that are frequent thruout the Angeles.

Should the tractor be adopted the building of trails and firebreaks will be accomplished in half the time that is now required, according to Mr. Mueller. The drawback feared is whether they will operate on steep slopes. The tractors are reported to be able to uproot stumps quick and are followed by other devices which clear pathways at a rapid rate.

To Add More Workers Within the next few days forty workmen will be added to the crews now cutting firebreaks, ready to combat next summer's fire menace. Three crews with 60 men resumed operations Monday following the holiday and vacation season.

The Sunset Ridge firebreak running from Millard's Canyon to Mt. Lowe, three miles in length, was reported finished and the firebreak crew was dispatched to the Millard-Bear Canyon divide which will be cleared for a distance of three miles so as to protect the Arroyo Seco, including Pasadena's watershed.

Another crew is at work in San Antonio Canyon on a trail from Spring Hill to the San Dimas divide. Three miles of the new firebreak from the Ridge Route east to Red Mountain was reported completed, with seven miles yet to be constructed.

Nobody in Sierra Madre was more relieved to have Christmas past than was S. R. G. Twyeross. Not because he does not enjoy Christmas, for he gets as much out of it as anyone, but because playing Santa Claus to the community is a whale of a job. For thirty-five years Mr. Twyeross has personally handled the bulk of the Christmas mail matter that has been brought to Sierra Madre. This year it was heavier than ever, some days as much as 150 sacks being handled between Sierra Madre and the Santa Fe trains.

In the new Commonwealth, England has one-seventh of the authority and five-sixths of the trouble.—West Palm Beach Post.

Child Victim Sad New Year Fire Tragedy

Pearl Juanita Warren, 5-year-old daughter of Mrs. Edith Warren of Sierra Madre, died Saturday night at the General Hospital from burns received when her clothing caught fire from an open gas heater. The accident occurred at her mother's home, 161 East Montecito Avenue about noon on New Year's day. The mother was absent in Los Angeles, where she is employed during the day. A grandmother, Mrs. Frieberger, is a nurse and is also employed away from home.

There was no one in the house with the little girl when the tragedy occurred. According to information of those first on the scene, she had been at a neighbor's house in company with her sister Clara, and went home to get her doll. The doll had been lying on the floor near the gas heater. Presumably, in stooping over to pick up the doll the little girl's clothing caught fire. The depth of the burns on her hands and wrists indicated that she tried for some time to beat out the flames with her own hands, and then ran out into the yard. Neighbors hearing her screams and seeing her plight ran to her assistance but were unable to reach her until the clothing was practically burned from her body and she fell unconscious from her burns.

Dr. E. L. Jackson was summoned to give first aid but it was apparent there was no hope for recovery. The little girl was taken in an ambulance to the General Hospital by R. R. Moreland, where she passed away early in the evening.

Funeral services were held Tuesday afternoon in the Sierra Madre Funeral Chapel. Rev. Dr. E. P. Lyon conducted the service and interment was at Forest Lawn Cemetery.

Farmer Gets Advance With Union Pacific

C. F. (Cliff) Farmer has been appointed general agent of the Union Pacific system for Pasadena territory. He succeeds Frank H. Adams, who has been transferred to Riverside. Mr. Farmer has entered upon his new position at the Union Pacific traffic headquarters in the Maryland Hotel building.

The appointment represents a fine promotion for Mr. Farmer and his return to Pasadena to take charge of the office with which he was attached for several years before going to Los Angeles as freight traffic agent of the road.

Mr. Farmer and his family formerly resided in Sierra Madre and have many friends here. Recently they have been residing in East Pasadena.

Mr. Farmer is one of the most popular railroad men ever in Pasadena, and his friends will be gratified to learn that he has been placed in charge of the general agency.

Pasadena has been the scene of a number of upward steps by the new general agent. Mr. Farmer first came to the Union Pacific field as cashier in the Pasadena station. Later he was appointed city passenger agent. Subsequently he was made freight traffic agent. He was so successful in these positions that he was promoted to Los Angeles as freight traffic agent, and his record there won him promotion to the Pasadena general agent's desk.

The territory of the Pasadena office includes all the surrounding cities, such as South Pasadena, Alhambra, San Gabriel and as far east as Glendora.

France is sending Claudel, writer of novels, poetry and drama, to the United States as Ambassador. All we have to do now is to think up some simple and efficient way of getting four billion dollars out of a poet.—The New Yorker.

The Indian Bureau announces that the per capita wealth of the American Indians is \$45,700, which makes them the wealthiest people in the world. Lo, the rich Indian.—Seattle Times.

ANNIVERSARY SALE OFFERS GREAT CHANCE

Celebrating his tenth year in the shoe business in Sierra Madre, Henry M. Olsen announces an Anniversary Sale to begin Saturday morning. There has been an Olsen shoe store in Sierra Madre nearly forty years, the business having been started by Mr. Olsen's father, Martin Olsen.

The prices quoted for this anniversary sale are well calculated to effect a complete disposal of all broken lines, and to move a great deal of staple merchandise as well, prices being cut on practically everything in the store. The mark-down on the merchandise is genuine, and not like the familiar metropolitan method of quoting entirely fictitious prices as "regular."

Local Entry In Parade Is Given Award

Although it was sandwiched between two floats made conspicuous with costly flowers, the Sierra Madre float in the Rose Tournament parade made a creditable showing. Frost conditions had put floral decorations out of the range of possibility with the resources at the command of the committee in charge. They debated between lying down on the job and having Sierra Madre's entry cancelled, or making the best showing that could be done without flowers. The latter plan was followed with a remarkably creditable showing.

The following statement was issued in explanation of the committee's policy by Mrs. Emil Sturmthal, who represented the tournament in getting together the representatives of the cooperating organizations:

"Due to the frost just prior to the New Year, which made the price of flowers almost prohibitive, the Sierra Madre float committee decided to abandon all thought of using flowers on the Sierra Madre entry in the Rose Tournament Parade, especially since it was a subject which could be handled effectively without flowers. At the present price, several hundred dollars, at least, would have been necessary to make a material showing, so it was thought advisable to leave the money in a fund to be used as a nucleus for next year. The cost of the float amounted to about \$50, leaving a balance of approximately \$75.00.

"Since the committee this year was not sure until a short time previous that they would even have a float, they recommend that a committee for next year, with this as a nucleus, could lay their plans early and ask the residents of Sierra Madre to plant the kind of flowers they will use. This would enable them to compete for prizes with the larger cities.

The committee wishes to thank everyone who contributed in any way and made it possible to have an entry in spite of the unexpected difficulties which arose and made it necessary for some of the surrounding cities to abandon their plans entirely."

Mrs. H. O. Smith of Sierra Madre was awarded two prizes for entries in the equestrian division. Rowland Woodruff and George H. Woodruff of Sierra Madre Villa were also prize winners in the same division. Mrs. E. B. DeGroot, Hugo DeGroot, and the Boy Scout Troop also added to the creditable representation of Sierra Madre. Henry Jaeger of Sierra Madre, who has a prominent floral establishment in Pasadena, also had a splendid entry.

Sierra Madre was represented at the January meeting of the Associated Chambers of Commerce by Secretary J. M. Campbell, Ray A. Grant and his father, W. I. Grant, Robert Mitchell, John W. Jones and Tom Henderson. The meeting was held in the new Citrus Union high school building at Glendora. The principal speakers were Harold Kennedy of the district attorney's office, who discussed the problem of youthful offenders against the law, and Hugh R. Pomeroy of the Regional Planning Commission.

Church Makes Great Gains During Year

Members of the Congregational Church met Wednesday night for their annual fellowship dinner and business meeting. Officers for the ensuing year having been elected in December, the business meeting was devoted to the reports of outgoing officers and consideration of plans for the future. Rev. A. O. Pritchard, the pastor, presided. The report of W. S. Hull, clerk, showed a total of 248 members, sixty having been added during the year. There was a brief memorial period for six who had passed away during the year, Mrs. Webster, Mrs. J. F. Sharp, Allen T. Gay, N. L. Rouark, J. C. Ragsdale and Joseph Morris. Six members were lost by removal.

Reports of William Laidlaw, the church treasurer, and from the various auxiliaries, showed substantial cash balances on hand in the treasury of the church and of all the organizations, in the face of increased expenditures for the work of the year. The proposed budget of \$4800 for the coming year was approved.

C. W. Jones, chairman of the building committee, reported \$32,- in cash and pledges toward the new project from members of the church. There is more than \$10,-000 on hand in the building fund. The architect, Mott M. Marston, is at work on revision of the plans which were tentatively adopted some time ago. In a short time it is expected the plans will be ready for final approval so that bids can be secured and the actual cost of the project definitely forecast.

New work undertaken and advances made during the year were conspicuous in the department of religious education. The daily vacation Bible school, a new club for girls, more effective grading of church school departments, separation of beginner and primary departments, and increased activity in church school management by the young people were notable. Throughout the reports and discussions there was a vein of optimism that presaged a splendid year ahead.

FARMAN GETS BIG ADDITION TO TERRITORY

G. I. Farman, proprietor of the Sierra Madre Electric Company, opened a store this week in Pomona, where he will maintain a branch for the distribution of Frigidaire equipment. For the past two years he has been the distributor for the San Gabriel Valley, including all territory east of Pasadena and San Gabriel. Last year he oversold the quota allotted to that territory by 180 per cent.

By reason of the splendid record made by Mr. Farman in selling Frigidaire electric refrigeration equipment the company agreed to give him additional territory as far east as the county line. The territory includes Pomona and Claremont. The quota allotted to the territory for the coming year is \$1120,000, which will require some high class selling effort to put across. Headquarters for the territory will remain in the Sierra Madre store.

That Sierra Madre people appreciate an opportunity to hear a speaker of real worth was proven last Thursday night by the crowd which turned out to hear B. R. Baumgart give his lecture on "Egypt." In spite of the numerous counter-attractions of the holiday season, and the fact that most people were too tired to relish "another night out" the social hall of the Masonic Temple was well filled. Mr. Baumgart's beautifully colored stereoscopic views made the story of ancient Egypt particularly vivid. He showed his rare capacity as a word painter, and a philosopher as well.

The appearance of Mr. Baumgart in Sierra Madre was secured through the good offices of his former business associate, Fred Hooker Jones. Partly as a result of the evenings' entertainment, a complete gas radiator system has been added to the lodge room equipment.

Interesting News Notes Gathered from Here and There

The State Motor Vehicle Department rushes to the defense of motorists, both resident and touring, with the statement that the department does not charge fees for issuing licenses. The statement is called forth by the fact that several firms in Los Angeles and other cities acting in an official or semi-official capacity are charging exorbitant fees, reports having it that in some cases as high as \$18 has been charged for securing licenses for motorists coming from other states.

The good old public in New York City rose en masse, as expected, and paid all the way from \$5 to \$40 per person as "cover charges" in famous, or notorious, cafes. Theatres sold tickets to the same gullible public at \$16.50 per seat. Barnum was right.

If Premier, Mussolini's law imposing a tax on Italian bachelors goes into effect, it is stated the tax, ranging from \$1 to \$5 annually, per capita, will yield a revenue of \$7,000,000 annually. The money thus raised will be used to support institutions devoted to maternity cases among the poor and to insure the support of thousands of little ones who otherwise, lacking nourishment and proper care, would be sure to die.

Figures recently published show that the British Isles and dominions paid American motion picture producers \$38,000,000 last year as rentals for pictures exhibited. Notwithstanding this, it is asserted that a movement to popularize British-made films is meeting with little encouragement.

More than 40,000 persons were aided at Christmas time by the Los Angeles Social Service Commission, according to its report.

Construction of a double-decked street, from 58 to 140 feet wide, and three miles long, to cost \$20,000,000, is being planned by the city of St. Louis as a relief of traffic conditions.

Members of the California enforcement authorities are said to be marked for death by members of the California rum ring, which is said to have suffered heavily because of enforcement activities during the holidays. In at least two instances attempts have been made to poison dry officers.

The Bureau of Standards has developed a new paper for currency, it is asserted, that will make the ragged dollar bill less of an every-day occurrence.

The highest tide along the Santa Barbara coast in a year damaged the Santa Barbara Yacht Club and carried several cottages out to sea. The sea wall was undermined in several places and huge boulders were tossed over the concrete parapet by huge waves.

Massachusetts put into effect on January 1 the first compulsory automobile insurance law in the United States. Every automobile owner in the state—\$50,000 of them—before he can obtain a registration license for 1927 must post a bond to cover accident liabilities or show an insurance policy covering the same risk.

The cost of government in California reached the record total of \$81,363,780.66 including all outlays, transfers, bond funds and federal tax. During 1925 the expenditure was \$76,631,179.91.

Milk is the food of rebels; it incites youngsters to mischief; the more milk a boy drinks the more trouble he gets himself into—if one is to believe the statements made by a London doctor, who probably drinks plenty of milk.

An apparatus that draws electricity from the atmosphere and transforms it into a current available for power and light has been invented by Jacob C. McClenahan, of the University of Michigan, it is asserted.

Clearings of the Los Angeles banks Monday were \$44,123,914.58. On corresponding days in 1925 and 1924, respectively, the figures show, \$32,051,929.67 and \$28,099,153.63.

California crude oil production in the week ended January 1 averaged 667,700 barrels daily, an increase of 1200 barrels daily. Los Angeles basin output was 349,200 daily, a decrease of 3300.

Efforts to raise the gas rates in the metropolitan area of Los Angeles 15 per cent, failed when the State Railroad Commission refused the application of the Southern Counties Gas Company for a raise.

Black Butte, a long-dormant volcano 40 miles south of the international boundary line, continues to pour forth smoke and ashes and inhabitants of the Imperial Valley fear further earthquakes, similar to the one which ushered in the New Year at Mexico and Calexico.

Construction of a shipway route from the Great Lakes to the Atlantic by way of the St. Lawrence River is recommended in a report submitted to President Coolidge by Secretary of Commerce Herbert L. Hoover.

It cost the city of Pasadena approximately \$3000 to clean the streets after the Tournament of Roses parade. A busy statistician estimated that each of the 750,000 visitors left one newspaper, one lunch box and the peelings of two bananas.

The past year's travel showed a gain of approximately 12 per cent over the preceding twelve months, and 1927 looms as a banner year for the tourist and homesee business, according to James B. Duffy, general passenger agent for the Santa Fe.

Morton Kaer, U.S.C. halfback, Bill Kelly, University of Montana quarterback, and Johnny Underhill, of St. Mary's, have received appointments to the U. S. Military Academy at West Point, according to recent announcement.

Fertilizers of any kind should be added only in small quantities and only to healthy growing plants, according to the Department of Agriculture. More harm is done to house plants by over-fertilization than by any other single agency. Fertilizer is a plant food and as such, is very rich. It must not, therefore, be given in large quantities nor to sickly plants.

The association of German film manufacturers has petitioned the Minister of Economy to take steps to save the independent German film industry from being swallowed up by American capital.

A little gyroscopic instrument seven inches in diameter, now being extensively tried out by the Air Department, England, indicates to a pilot whether his plane is flying on a straight course or in curves during fog or darkness.

The New Orthophonic Victor Records are Here

A wonderful new lot of Victor releases has arrived! You will want to hear them. Drop in—soon—and let us play them for you!

Woodson F. JONES

Victrolas
Radios
Stationery
Kodaks

Main 182
31 N. Baldwin

Millions For Development During Year

Los Angeles, Jan. 7.—Expenditures totalling \$42,000,000 are planned by the Southern California Edison Company for the ensuing year, according to a statement issued by R. H. Ballard, executive vice-president and general manager. This is 33 per cent more than the total amount called for in the 1926 budget. This vast sum is to be distributed very largely to the business and working men in Southern and Central California.

Construction work on the Big Creek, San Joaquin project and the High Sierras, northeast of Fresno and on the third 220,000-volt transmission line is to be continued during 1927. This work will require \$15,000,000, which is more money than has at any previous time been set aside for one year's construction work on this particular project. Work on a fifth power plant of the Big Creek and San Joaquin series is to be started, which plant will have a capacity of 112,000 horsepower and will be ready for operation early in 1928. The 220,000-volt transmission line stretching 270 miles across country from the giant hydro plants in the High Sierras to Southern California, was partially completed in 1926. Ninety-five miles of line extending from the receiving sub-station just north of Pasadena to Maguenden sub-station six miles east of Bakersfield, was completed and energized early in November. Work on the northern end of the line is to be pushed thruout 1927, so as to have the line completed coincident with the completion of the new hydro plant in the High Sierras.

Seventy-five substations will be built, new, or will have their capacities materially increased during the coming year. These substations and the lines distributing power from them are some of the items for which \$16,000,000 for additions and miscellaneous betterment thruout the entire system will be spent. "Our growth is contingent upon the growth of Central and Southern California," said Mr. Ballard.

The plum, one reads, was first cultivated in Persia. But it owes its present high state of development to the G.O.P. — Arkansas Gazette.

Nearly 100 sacks of U. S. mail, including many belated Christmas gifts, were destroyed by fire in a mail storage car on Santa Fe train No. 9 near Pomona Sunday.

in outlining the work and prospects for the ensuing year. "New industries are coming to our territory, established industries are steadily becoming larger, new houses are constantly being built, new offices rapidly being established, new lands being brought under cultivation and all of these activities are dependent upon the Southern California Edison Company for that basic need of modern civilization—electricity.

"With our more than 350,000 consumers and our more than 105,000 consumer stockholders, we are now a public utility which is truly the people's project. One-half of this \$42,000,000 may be termed new money in Southern California, inasmuch as approximately that much of the money will be raised by means of bond issues sold in eastern financial centers. The remainder is expected to be raised by means of the sale of Edison 6 per cent stock to resident consumers of the company's energy." carl

PARISH WILL HOLD DINNER THURS. NIGHT

The annual Parish dinner and meeting of the Parish of the Ascension occurs on Thursday, January 13, at 6 p. m., in the Parish house. All communicants are urged to be present.

At this time the members of the Vestry for the ensuing year are elected and delegates to the Diocesan convention and to the Convocation of Los Angeles are chosen. Every communicant who has been registered in the Parish for six months preceding the annual meeting and who is twenty-one years or over is entitled to vote on this occasion.

Reports by the Rector and every organization of the church will be submitted relative to the year's work.

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Lost Opportunities

SOMEBODY who is better AT FIGURES and has a lot MORE time than we have HAS announced that if ONE cent had been DEPOSITED in the bank AWAY back there in JULIUS Caesar's time AND left there at four PER cent compound interest IT WOULD now amount to—WELL, we've forgotten THE figures but it would TAKE Walsworth's dray LINE fourteen years of SOLID hauling to bring ALL those pennies over FROM the freight depot. AND we wonder why in THE world our great great GRAND father didn't make A LITTLE investment of THAT kind and by this TIME we could take a SIX month's vacation ABOUT twice a year and MAYBE build a new FOUNTAIN in the Municipal PARK as a little civic CONTRIBUTION.

Rudolph

F. H. Hartman & Son
Phone Black 25

LOTS OF COLD WEATHER AHEAD

We don't want to prophesy unpleasant things, but when the cold snap comes it will not be so disagreeable if you have

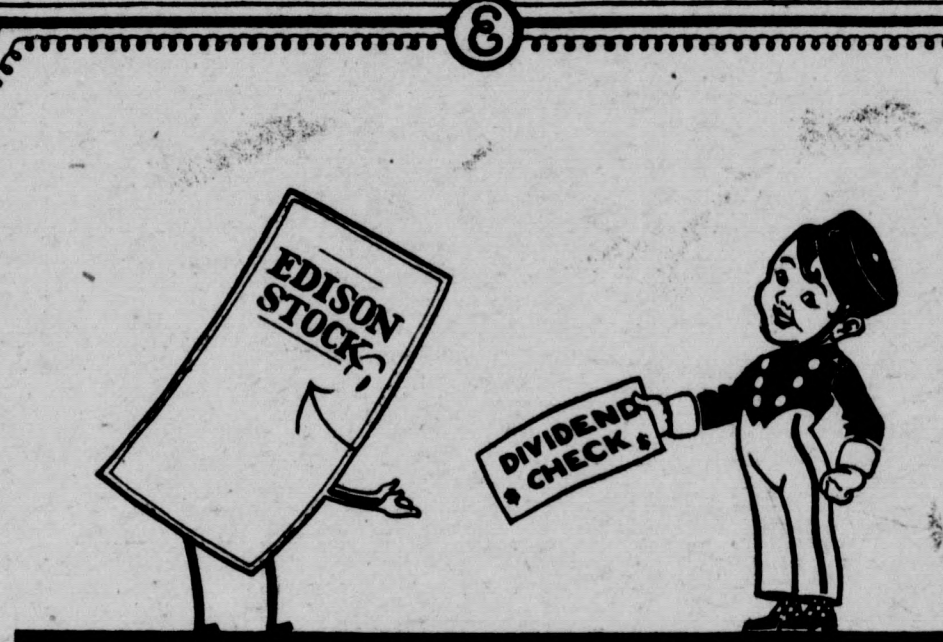
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Let us tell you how economical an automatic water heater is.

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If you have something to sell, try the News Classified Wantads



Your Money's Wages

Your money's wages have just been paid. Do not let them lie idle.

Edison Preferred Stock is sold on such terms as to make it a most convenient investment for any amount of January interest.

[Free from personal property tax in California and normal Federal income tax.]

For a Safe and Permanent Investment

Edison 6%
Cumulative Preferred Stock
(Authorized by the Railroad Commission of California)

\$25 per Share, Cash
\$26 on Installment Plan of \$5 per Month for each 4 Shares or less

All issues both preferred and common have full voting rights

SOUTHERN CALIFORNIA EDISON COMPANY

Owned by Those it Serves

Monrovia Office: 415 South Myrtle Avenue. Main 6



LET THIS COUPON START YOU ON THE ROAD TO REGULAR DIVIDENDS

INVESTMENT DEPARTMENT
Edison Building, Los Angeles, Cal.

Mail me, without obligation, full details about your Edison 6% Preferred Easy Payment Plan.

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ELECTRIC RAILWAYS—The Hub of Prosperity

Whether you realize it or not, the electric railway is the hub around which the whole development of your community revolves.

The electric railways render a service that is fundamental. They afford a transportation agency around which modern cities are built.

They are at the service of all the people all the time and in every kind of weather.

Directly or indirectly, every individual of the community is benefited by good service. Your business, your pleasure and your income are advanced because of the stimulant that the operation of cars adds to industries. Your real estate holdings are likewise enhanced in value.

WHEN YOU BOOST YOUR LOCAL TRANSPORTATION COMPANY YOU ARE BOOSTING YOUR OWN PROPERTY.

Pacific Electric Railway

PASSENGER—FREIGHT—EXPRESS

RESIDENCE LOT FOR AN AUTO

Have equity of about \$700 in high-class residence lot.

Want used car of value up to \$1000.

Address
LOT OWNER

Care of NEWS

"A COMMUNITY SERVICE"

W. R. HumphriesLicensed
Real Estate BrokerAnnounces the opening
of his office

24 W. CENTRAL

Real Estate
Insurance
Investments
LoansTo the people of
SIERRA MADREI desire to serve you
in a proper and ethical
manner, offering insur-
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safe investments—and
a real estate brokerage
service.As a Matter of
GOOD WILLFREE EMPLOYMENT
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vice under the auspices
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No charges.Auto Licenses
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Just let Humphries
take care of this work;
No charges.

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listings. Please
phone. I will call
for same.
Thanks!Phone
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ate
oh!Out-of-Town Prop-
erty OwnersReaders of the News
who reside outside of
Sierra Madre: I am
prepared to care for
your property, pay
taxes, report to you
any assessments made
against your property
and offer same for
sale.

Write Me

Let me have all
information.**W. R. Humphries**

24 West Central

LICENSED
REAL ESTATE
BROKERSierra Madre,
CaliforniaIn one word
'Humpservis'

All Around the Town

Officers of Sierra Madre chapter
No. 299, Order of the Eastern
Star, were installed with impres-
sive and beautiful ceremony on
Monday night. The chapter hall
in the Masonic temple was beau-
tifully decorated for the occasion,
although the scheme was simple.
Tastefully arranged bouquets were
placed at various stations, and a
large gold filigree star was sus-
pended over the altar with stream-
ers of appropriate color draped
to the chairs at the star points
on the floor.The ceremonies were conducted
by the following: Mary J. Dick-
inson, installing matron; Robert
M. Finlayson, installing patron;
Elizabeth Walker, installing chap-
lain; Leila Roberts, installing mar-
shal. Mrs. Blanche Muskrath in-
stalled the star points with a
special ceremony. The officers of
the chapter during the coming
year will be as follows:Worthy Matron, Pearl Virginia
Steinberger; worthy patron, Thos.
W. Mailer; associate matron, El-
eanor Bayne; secretary, Grace
Wheeler; treasurer, Lila Barker
Kendall; conductress, Agness Ty-
ree; associate conductress, Harriet
Buckingham; chaplain, Mary Gay;
marshal, Hazel Metcalf; organist,
Nettie Finlayson; Adah, Linda
Schwartz; Ruth, Madeline Wages;
Esther, Ruth Klemme Bovard;
Martha, Marjorie Ashmore; Elec-
ta, Muriel Tarr; warder, Doris Ka-
neen; sentinel, Milton Steinberger;
flag bearer, Elizabeth Walker.Musical numbers interspersed
through the ceremonies added
greatly to the pleasure of the eve-
ning. Jack Buchan sang several
songs, with accompaniment by
Mrs. Finlayson. Elizabeth Mor-
gridge played two violin numbers
with accompaniment by her
mother, Mrs. Hazel Hill Morgridge
and Mrs. Nina Norris gave two
whistling solos, playing her own
accompaniment. Mrs. Maude
Rogers officiated acceptably at the
piano during the installation, and
Mrs. Roberts was accorded en-
thusiastic applause at the conclu-
sion of her splendid work as mar-
shal.A busy and worth while year in
chapter affairs was forecast by
Mrs. Steinberger, the newly in-
stalled matron, in a brief but
felicitous speech, which was ably
seconded by Mr. Mailer, the new
patron. A beautiful past matron's
jewel was presented to Mrs. Dick-
inson, the retiring matron, by
Mrs. Blanche Muskrath, past ma-
tron. A watch fob with past pa-
tron's jewel pendant was present-
ed to Mr. Finlayson by George B.
Morgridge, past patron.Well-Known Artist on
Club Program—Mr. Edward Langley, who will
appear at the Woman's Club Wed-
nesday, January 12th, is well
known among artist groups of Los
Angeles. He is a member of the
Painters and Sculptors Club and
one of the Governors of Artland.
He has exhibited his paintings in
the east and in California. His
lecture on "The Moods of the
Desert" is one of the most inter-
esting and educational talks on
art. Lighting effects, as produced
on the platform, showing dawn,
sunshine, heat, storm, eventide,
and starry night, take one into the
desert with wondrous reality.Through error, it was announced
that desert songs would be sung
by Mildred Cook. Gertrude Cook
will be the artist.
Louise Everett of Los Angeles,
a young painter and sculptor, will
tell of her experiences traveling
thru Spain in a Ford with two
other girls.Mr. Homer Glidden of Sierra
Madre, well known as an archi-
tect and one of the proprietors of
the Batchelder-Wilson Tile Co.,
will give a short talk on "The
Romance of Tile."Luncheon reservations must be
made with Mrs. J. C. Dickson not
later than Monday. Guest cards
may not be used at this meeting,
but non-members may attend up-
on payment of the usual admis-
sion fee.Jerome Shaffer, impersonator,
will appear on the afternoon pro-
gram January 26th. Guest cards
may be used at this meeting.Entertains Friends
On Birthday—Rita Young, daughter of Mr.
and Mrs. Charles Young of 210
Mariposa, celebrated her seventh
birthday the other day by enter-
taining some of her friends. The
party was a jolly one. A glorious
Christmas tree and decorations in
green and red were suggestive of
the holiday season. "Pin the tail
on the donkey" and other gamesthat are always lots of fun were
played during the afternoon. There
were favors for everyone. Of
course the birthday cake was cut
and served with ice cream. Those
who participated in this celebra-
tion beside Rita, were: Gertrude
Kiggins, Sadie Kiggins, Rosemary
Ranahan, Grace Ramher, Edna
Ramher, Bernice Delvecci, Loretta
Delvecci, Rosemary Steehler, Dor-
othy Lozenzini, Marie Schiltz,
Evelyn Bergien, Marie Bergien,
Nancy King, Rita Burns, Joey Mc-
Closkey, Eddie Bradley, Donald
Miller, Clayton Noshier, Arthur
Schiltz, Francis Bradley, Joseph
Burns, Billy Kiggins, Teddy and
Bobby Young and Herbert Howard
and Babies Dorothy Wernecke,
Jean Noshier and Margie Wern-
ecke.Picnic In Honor of
Birthday—C. M. Tarr of Wisconsin is be-
ing entertained for the winter by
his son, N. W. Tarr, and family.
Last Sunday a picnic was enjoyed
at their home, 274 West Monte-
cito, to celebrate his seventy-ninth
birthday. Beside the honor guest
and Mr. and Mrs. N. W. Tarr and
family, there were his sons and
their families: Dr. and Mrs. Earl
Tarr and family of Los Angeles,
Mr. and Mrs. John Tarr and fam-
ily of Huntington Park, J. A. Tarr
of Monrovia and C. A. Tarr of
Riverside; his grandsons and their
families: Mr. and Mrs. Donald
Tarr and two children and Mr.
and Mrs. Cedric Tarr and family
of Pasadena, and a cousin, Miss
M. A. Sawyer of San Pedro.Altar Society to Hold
Card Party—A card party under the auspices
of the Altar Society will held at
St. Rita's Auditorium Monday,
January 17, to which the public is
cordially invited. Mrs. Val Miller
will be hostess. The games of
bridge and 500 are to begin
promptly at 8:15 o'clock, so that
it will be possible to get home
reasonably early. There will be
prizes, including a non-player's
and a door prize. Refreshments
will be served. A minimum charge
is made at these card parties,
which are given quite frequently.Bridge Club Is
Entertained—Mrs. T. A. DeBolt of 38 East
Grand View Avenue, entertained
the Sierra Madre Bridge club yester-
day. This group meets on the
first and third Thursdays of the
month at the home of a member.
Mrs. DeBolt's guests were Miss
Jean Woodward and Mesdames J.
L. Woehler, Lyle Anderson, Hall
Perry, Victor C. Hill, A. G. Utter
and G. M. McRoberts. Dainty re-
freshments met the approval of
all the players.Dr. John Neaderland, who has
resided at 349 North Lima Street,
Sierra Madre, for several months,
is a practicing optometrist with
offices in the New Orpheum build-
ing, Los Angeles. His profession-
al card appears for the first time
this week on another page of this
issue.Mrs. F. X. DeNeene of Oakland
has been visiting friends in Sierra
Madre during the holidays. She
is a former resident of this city.Mrs. Huldah O. Ingraham of 53
North Sunnyside is expected to re-
turn home tomorrow from El
Paso, Texas, where she has beenNews
Wantadsare not guaranteed to
sell fur coats or blast
furnaces in Sierra Ma-
dre, but they are rec-
ommended to assist in
the disposal of un-
needed articles of fur-
niture, or the thousand
and one articles once
useful about your home
but perhaps now idle.Someone is looking
for the article you no
longer need; someone
has for sale an object
that would save you
money. News Wantads
are intended to get
buyer and seller to-
gether.visiting at the home of her sister,
Mrs. Guy Hallett Johnson.Carlyle House, the young son
of Mr. and Mrs. C. E. House, was
operated on for tonsils and ade-
noids Wednesday. His mother re-
ports him as doing very nicely at
their home, 270 W. Central.Mrs. Rose Delvecci of 39 East
Central Avenue left Monday for
St. Louis to attend the funeral of
her mother, Mrs. Eva Conn, who
died Sunday at the age of about
70 years. Mrs. W. E. Craig of
222 Mariposa Avenue, is also a
daughter, but she was prevented
from taking the trip on account
of ill-health.Mr. and Mrs. Frank E. Cox had
as guests over New Year's Cap-
tain and Mrs. Vidal Terry and
daughter, of Hemet, and Mr. and
Mrs. Chester L'Ecuse and family
of San Diego. The tournament
parade in Pasadena was included
in the entertainment.Mrs. C. E. McGue and son-in-
law, James Spears, entertained at
dinner on New Year's Mr. and
Mrs. Delbert McGue and son of
Los Angeles, Mr. and Mrs. B. In-
gersoll and son of Long Beach
and Mrs. Leroy of Sierra Madre.Henry C. Turck, a former resi-
dent of Sierra Madre, sends greet-
ings to his friends through the
News, from Seymour, Indiana.Bob Cox, son of Frank E. Cox,
enlisted in the navy last week
and has been assigned to the naval
training school at San Diego for
his first course of instruction.INVITE PUBLIC
TO HEAR NEXT
CLUB PROGRAMOpportunity to hear the splen-
did program before the Woman's
Club next Wednesday afternoon
will be given the public upon pay-
ment of 50 cents admission. Mr.
Edward Langley, in "Moods of the
Desert," presents a delightful
combination of art, music and lec-
ture.The jury called by the coroner
to hear the evidence concerning
the automobile accident in which
Mrs. W. L. Archer of Azusa met
death on the Foothill Boulevard,
rendered a verdict of "unavoid-
able accident."THE
CHEVROLET
"Peacock"
IS HEREThe most beautiful Chevrolet in Chevrolet
history---83 quality features that make
Chevrolet the world's finest low-priced
automobile.

AND PRICES ARE REDUCED!

Chevrolet Touring ..\$670 Chevrolet Sedan\$849
Chevrolet Roadster .. 670 Chevrolet Landau .. 899
Chevrolet Coupe 777 Chevrolet Cabriolet.. 869
Chevrolet Coach ..\$746.00
These prices delivered!

FOR ECONOMICAL TRANSPORTATION SEE

Yerxa Bros.

Chevrolet Sales and Service

SIERRA MADRE
Central Garage
Tel. Blue 8MONRVIA:
209 E. White Oak
Tel. Green 495January Clearance Sale
Opens Saturday, January 8thA real money-saving sale; many
staple items at big reductions, and
odd lots and broken lines at less than
cost prices.Children's Socks and
Half Hose, odd lots of
fancy tops and weaves,
up to 45c, sale price

25c

36 - inch Unbleached
Muslin, fine heavy weave
—sale price

15c

Hope Bleached Muslin,
36-inches wide

17c

36-inch Outing Flannel,
stripes and plain white;
good quality

19c

27-inch white Outing
Flannel, good grade

15c

36-in. Printed Challie,
good patterns

17c

32-in. Romper Cloth,
stripes and checks; reg-
ular 35c

25c

Women's Hose, wool and
silk and wool, \$1.50 to
\$2.50; sale price

98c

Silk Hose, Mission
Knit and other makes;
not a full line of colors;
regular price up to \$1.50
—sale price

75c

Children's Silk Hose,
with fancy top, three-
quarter; regular 85c

59c

Ratine, 36-in. wide in
plain and plaids, \$1.25 to
\$2.50; sale price

75c

Normandie Voile, col-
ored ground with dots

39c

Plaid Suitings in good
grade; 36-inches wide;
regular 85c

50c

Men's Outing Pajamas,
with silk frogs; sale
price

\$1.75

Boys' rough wear
heavy cotton sweater;
regular \$2.50

\$1.25

Blankets Nasuha plaids, \$4.25
66x80
Part Wool \$5.75
Plaid, 66x80
Cotton white, \$169
tan, gray, 54x76

J. F. Sadler & Co.

News Editorial Page

SIERRA MADRE NEWS SIERRA MADRE, CALIFORNIA

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THE BLIND STINGING THE BLIND

SIERRA MADRE people with sympathetic hearts—and that includes nearly everyone—have been bombarded with neckties recently. The neckties were received thru the mail from Saint Louis, the envelope and enclosures proclaiming to the world that they were offered for sale at three for a dollar by a blind man trying thus to earn an honest living.

As a merchandising proposition, the thing was clever. The ties were showy, but cheap. Not a vestige of silk in them, of course, and no claims were made as to silk content. The enclosures consisted of a return envelope with index number in which you were invited to send the dollar; a label bearing a postage stamp which you could affix to the original envelope for returning the ties if not wanted; and a circular cleverly worded to establish confidence in Blind Bill, the vendor, and court sympathy for him.

Not sympathy but police supervision seems to be what this necktie vendor deserves. A News subscriber brings in a copy of the Wisconsin Agriculturist with an item telling one result of his operations in the northwest as follows:

"Among those who received these packages was the chief of police of Red Wing, Minnesota. He returned the package and wrote to the police headquarters at St. Louis to find out something about Blind Bill. He received information that he was really blind, but that he was a notorious underworld character, who, despite his affliction, associated with yeggs, thieves and the like."

"The letter to the Red Wing police stated that attempts had been made by the post office department to put a stop to the operations in the tie business, but that so far as they knew, it came within the law. The postal authorities stated that about the only way to get rid of this kind of merchandising, was to 'forget to send back the ties or the money,' thus making it unprofitable for the schemers to continue."

Obviously this blind tie merchant deserves no trade on the score of sympathy. People who want ties at three for a dollar can buy just as good ones right in Sierra Madre.

But most important of all is this lesson: This is just one more proof that it does not pay from any standpoint to go outside the ordinary channels of business in buying merchandise. Buy at home where you can be sure of your merchant and the goods he sells.

UNITY OF CALIFORNIA IS MR. YOUNG'S URGE

(Pasadena Star-News)

CALIFORNIA is changing its state administration. C. C. Young is coming into the governorship to succeed Friend W. Richardson. More will be said about this in subsequent comment in these columns. This is to direct attention to sentiments expressed by Mr. Young at New Year's. Mr. Young said that he could think of no better New Year's resolution for Californians to make than a "patriotic determination in solving statewide problems, to lay aside, for the benefit of a prosperous and united California, every personal or local or sectional desire."

This resolution was suggested after Mr. Young had observed that the degree of California's prosperity and the rapidity and soundness of this state's growth "will depend largely upon the wise solution of certain vital problems now confronting the state."

The problems enumerated by Mr. Young are: Completion of the state's highway system; conservation of forests; development of water resources; protection of agricultural interests; proper maintenance of schools—"all these and similar problems affect every portion of our state from Yreka to San Diego."

To which Mr. Young added the pertinent observation that "California is a splendid

state with almost unlimited possibilities of future growth and prosperity."

Governor Young's urge that the state be united "for the benefit of a prosperous California" is excellent—in theory. And it would be excellent in practice, provided each section of the state were willing to observe the Golden Rule in treatment of other sections. There is no disguising the fact that Southern California is dissatisfied with the treatment it has been accorded by the up-state section. The best way to deal with this disagreeable situation is not to ignore it or try to hide it, but to take it up candidly and manfully, and strive to work out fair and equitable solution, as to division of money for road improvements; as to reapportionment for representation in the legislature, and as to other things about which the two great sections of the state are not in accord. This accord must be had—and it must be wrought out on broad principles of justice and equity—or the unity which Governor Young craves cannot become a reality thruout this great commonwealth.

The administration of Governor Young possibly may bring this solution. It fervently is to be hoped that it may. The state is injured by having ill-feeling between the sections. And there will be ill-feeling so long as there is cause for it.

SPLENDID CONSTRUCTION PROGRAM

THE 1927 budget of the Southern California Edison Company contains figures that are astounding in their magnitude. At least they would be astounding if people without any comprehension of what a million means were not in the habit of juggling millions in their daily conversation.

The company proposes to spend during the coming year \$42,000,000. Of this amount \$15,000,000 will be spent in connection with hydro-electric development and distribution in the High Sierras system. Another \$16,000,000 will be spent for seventy-five substations, distributing lines and miscellaneous betterments throughout the system.

This sum of \$42,000,000 for 1927 means \$3,500,000 monthly, or more than \$100,000 daily expended by the Edison Company, or nearly \$5,000 for every hour of the day and night.

Where will the money come from for this huge investment? Approximately one-half will come from the sale of bonds to eastern investors. This will be new money in California. The rest is expected to come from the sale of Edison stock which many thousands of people have bought as their first securities investment, and which they have found increasingly inviting.

The company pioneered in the field of public service corporations selling securities to their own consumers. And now it has achieved the rather remarkable point where three out of every ten of its customers is the owner of Edison securities.

RAINING MONEY

(Montebello News)

GOVERNMENT rainfall records indicate that Southern California precipitation increases and diminishes in cycles—that a succession of dry years is followed by wet seasons. There is every reason to believe that we have entered the wet cycle again, which means sufficient rainfall to replenish the enormous underground reservoirs that underlie the territory of the Southern California coastal plain.

This means cheaper irrigating water, renewed confidence, and an expansion in all lines of business, because it is of course axiomatic that all business depends for foundation on the prosperity of the farmer and fruit raiser. Water is a good servant but a bad master. Its control and sensible use brings prosperity and a sense of security. Neglect of it brings disaster. That has been one of the age-old problems of the human race.

The splendid rains of the past week, genera throughout Southern California, had an immediate effect in raising business morale. More of these rains at intervals between now and next spring will continue to increase confidence, and it is therefore a fact that prosperity cycles almost exactly accompany the peculiar rain cycles of the Southland. There is a little set of verses that comes to mind to the effect that "it isn't raining rain—it's raining violets." And to paraphrase this sentiment, we in Southern California are wont to say that it isn't raining rain so much as it is raining money—raining money for everyone—the business man and home owner—as well as for the tiller of the soil.

Reservations

By J. R. E.

Daddy's glasses are all mussy,
Dozen finger prints are there;
Wonder why he doesn't take them,
Wipe 'em off, so dry and clear?

Well, there's sentimental reasons—
Finger prints are Lela Joy's,
Hands so busy, night and morning,
Tired out with Christmas toys.

Really wouldn't help much 'n'ohow',
Try with all ones' might and
main—

Can't seem to stay away from Baby,
And she'd finger-print 'em up
again.

Residents of Sierra Madre who have not yet learned the lesson of trading at home have yet another reason, following comparison of prices at the local fuel and feed store with Los Angeles prices.

During the recent cold snap the price of cord wood in Los Angeles skyrocketed to \$28 and \$30 a cord (just try to laugh that one off). The price in Sierra Madre remained stationary—dollars below the Los Angeles price.

Further investigation revealed to the busy scribe that the Poehler Fuel and Feed company has a lower selling price on practically every article in stock than the Los Angeles stores with their tremendous overhead.

Sierra Madre residents should, in every case, carefully inspect local stocks and compare in both price and quality, with stocks carried elsewhere before making purchases of goods. In ninety-nine cases out of one hundred they will find it more advantageous in every way to trade in Sierra Madre.

Judge Landis has got professional baseball tied up in such a hard knot that he will either have to do a general job of white-washing or disband the two major leagues and go in for marbles and top-spinning.

Mr. Keyes don't know what he is going to do about Aimie. He will bet ten simoleons to a half-eaten apple that we know what he will do about it.

Six defendants up for arson and conspiracy and other things have just been dismissed in Los Angeles because the star witness is missing. If a corporation was hiring a man and he didn't attend to business any better than the "servants of the public" he would be "fired" in less time than it takes a cat to scratch its ear.

A few months ago the Hearst papers were urging people to shun Tiajuana. Now they are devoting columns to the horse races down there. The answer is simple: Big Business!

Some of these days the United States will want a flock of airships in a hurry—and some swivel-chair soldier in Washington will begin ordering harnesses and saddles by the trainload. That reminds us: Why do aviators wear spurs?

A fur-lined bathtub to the person making the first correct answer.

Why don't they make air-planes out of fly paper?

Who remembers when a long stick of licorice could be bought for a penny?

With the Monkey Wrench (W. S. Hull, editor), "Rudolph's Column," by "Rudy" Hartman and "Crows and Cackles," by W. C. Poehler, there's getting to be darn few wise cracks left for REServations.

Entertaining at Bridge Today—

Mrs. H. Randolph Wood of 255 North Hermosa is entertaining at bridge today Mesdames H. C. Lieben, Victor C. Hill, Hall Perry, Lyle Anderson, Roland Adams, George B. Morgridge, Donald Ashmore, Frank Hart, Harold Allen, Sam Graham, Mary Goodfellow, Wm. C. Shaw, Fred Griebenow and A. G. Utter and Misses Edna Green and Jean Woodward.

Mrs. Jessica Wright, postmaster of the local office, reports postal receipts to be 7 3-4 per cent more than in December of last year, and from all indications she believes the quarter will show an 8 per cent increase over last year. The Pasadena office claims a 5 per cent increase over last year.

Miss Daisy Hawks, who had been the guest of Mrs. Randolph Wood over the holidays returned to Santa Barbara on Tuesday.

From the Old News Files

TWENTY YEARS AGO

Chas. Eveland, mayor of Hot Springs, Ark., was the guest of the G. E. Morgan family.

J. H. Wright and family occupied their new home on LaBelle Avenue.

Andrew Olsen who had been living in Lamanda Park moved into his new residence on Suffolk Avenue.

Editorial in the News: "The paint on the new railway station hardly had a chance to get dry before someone up and heaved a rock through one of the windows. When on earth are some of the fellows in this town who do these things going to get some common ordinary horse-sense pounded into their heads?"

TEN YEARS AGO

Judge Charles Clinton Nourse, for many years a leading jurist in Des Moines, Iowa, passed away at the home of his son, Clinton C. Nourse, on West Central Avenue, at the age of 88 years. He was a member of the Republican national convention that nominated Lincoln the first time for president.

J. J. DeGuelph, formerly known as a claimant for the English throne and claiming to be a half-brother of King George, announced the purchase of the old El Reposo sanitarium property of 112 acres for a high class hotel property, to be known as Mount Tara.

The Red Cross Chapter received the silver cup awarded in a nation-wide competition among chapters for the best showing in membership gains.

The New Year dance under auspices of the Woman's Club and arranged by Mr. and Mrs. Harry Hawxhurst and Miss Elsa Kraft, was largely attended and highly enjoyable.

Mr. and Mrs. S. R. G. Twycross of 139 South Baldwin spent three days in Long Beach last week, returning home Sunday evening. While there they saw "White Collars" and other interesting entertainments.

CROWS and CACKLES

A column of news and
views of Sierra Madre,
conducted by the
Poehler Feed & Fuel Co.

We suppose nearly everybody has had the idea at some time or other that he would like to write something.

Personally our ambition has been to conduct a "Colyum" in some big city daily and have it syndicated all over the country.

We understand that those boys get great gobs of money for turning out just a small quantity of more or less interesting reading matter each day.

But so far the Feed business has kept us too busy to attempt anything of the kind.

However, there are lots of interesting little things that happen around our place of business and in this community that we would like to tell you about.

So we have arranged with Messrs. Morgridge & Eastwood down at the News office to publish this little column in their paper every Friday.

They haven't told how much they are going to pay us for conducting this department and we will probably need a lot of help from Sierra Madre folks. But anyway, HERE WE ARE, and we hope you will like us.

There is a growing demand in this community for Taylor's All-In-One poultry feeds, and there should be. Taylor's All-In-One gets you the best possible results.

**POEHLER FEED
& FUEL CO.**
Black 22 43 N. Baldwin

NORRIS

ESTABLISHED 1887

Health Center

**BATTLE CREEK
SANITARIUM
FOODS**



Valuable Booklets and Samples FREE

Sixteen Big Departments

all ready to serve you for 1927.

Phone your wants to

Main 12 or Main 205

Free Delivery to all parts of the city.

REMEMBER

Sixteen Big Departments

Watch for our weekly specials!

GROCERY DEPARTMENT

The leading standard staple goods.

MEAT DEPARTMENT

Only the best quality of fresh and smoked meats.

FRUIT and VEGETABLE DEPT.

Fresh fruits and vegetables every morning.

IMPORTED GROCERY DEPT.

A good assortment of the best importations

CANDY DEPARTMENT

Lowney Chocolates and Delicious Marshmallows and a large variety of the standard candies.

TOBACCO and CIGAR DEPT.

We carry all the leading brands.

HEALTH FOODS DEPARTMENT

Sierra Madre Agents for the Battle Creek Sanitarium Food Products.

We also carry many other health foods.

CHEESE and BUTTER DEPT.

We stock a large variety of cheese and the leading brands of butter.

HOME DAIRY ICE CREAM

Sierra Madre Dairy Raw Milk and Cream.

CHINAWARE DEPARTMENT

Open Stock Dinnerware in large variety.

GLASSWARE DEPARTMENT

Fancy Imported and Domestic Glassware.

HOUSEHOLD GOODS DEPT.

Aluminumware, Enamelware, Tinware.

STATIONERY DEPARTMENT

Fancy and all the staples.

NOTION and TOWEL DEPT.

We have it; phone your wants with grocery orders.

GIFT and NOVELTY DEPT.

All-year-round gift goods.

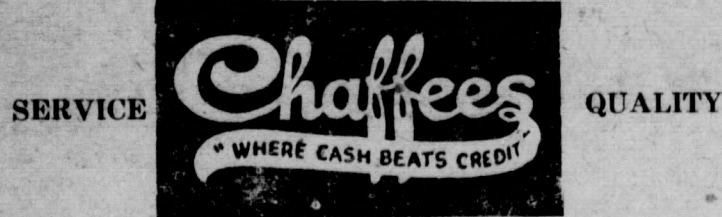
Self-Service Department

A Cash-and-Carry Department that will save you money. High quality goods at prices that mean a big saving to you.

S. R. NORRIS

**SIERRA MADRE
DEPARTMENT STORE**

Phones: Main 12; Main 205
331 West Central



OUR MARKETS:

Modernly Equipped—
Appetizingly Kept—
Efficiently Operated—
Friendly Atmosphere—
Conveniently Located—

Fancy Shoulders of Lamb, lb. 25c
Lamb Chops, rib-cut, lb. 35c
Sauer Kraut, 2 lbs. 15c
Shoulders of Pork, lb. 25c
Compound, 5 lbs. 55c

OUR MEATS:

Exactly as Advertised—
Selections of Wise Buyers—
Satisfying the Most Particular—
Complete in Full-line Variety—
Choice at Advantageous Prices.

OUR MEN:

Pleasant and Pains-taking—
Gentlemen at Your Service—
Proficient in Their Line—
Eager to Meet Requirements—
Appreciative of Patronage.

Friday & Saturday Specials

Tel. Main 174

35 N. Baldwin

SAFEGWAY STORES

Grape Juice

—a quart bottle of Safeway Grape Juice—the
juice of fragrant New York State Concord grapes
—and—a bottle of

Certo —special, both for **73°**
(Regular price 93c.)

The booklet which comes with Certo tells how to convert this into many glasses of delicious Grape Jelly.

Grape Juice

—a pint bottle of Safeway Grape Juice—and a bottle of

Certo special, both for **51°**
(Regular price 65c.)

Coffee —Safeway "High-Grade"

—the equal in all respects—in flavorful aroma—to the
very choicest!—at a much lower price because free
from the expensive frills connected with canned coffee.

—a very special price **2 lbs. 75°**

Blue Rose Rice 3 lbs. **19°**
—a splendid grade of rice.

Pink Beans Northern selected 5 lbs. **29°**

Skat Cleanser 6 cans **25°**
—a great kitchen help

Houses for Rent, Sale or Exchange.
News Classified Wantads

All Around the Town

Return to Sierra Madre—

Mr. and Mrs. Julian Smith (the latter known as Irene Smith thru her writings) have sold their Los Angeles property and are again residing at 72 West Mira Monte Avenue, where they celebrated the fortieth anniversary of their marriage on New Year's Day with seventy-five relatives and friends present.

When Mr. and Mrs. Smith were married in Wahpeton, North Dakota in 1887, the thermometer was 52 degrees below zero, which was quite different from the weather in Sierra Madre January 1, 1927, at 85 degrees above. They came to the Pacific Coast shortly after their marriage and have lived in California most of the time since.

According to Mr. and Mrs. Smith nothing could induce them to leave California for any length of time now. They came to Sierra Madre five years ago.

Dinner was served Saturday at twelve noon and at seven o'clock. The holiday colors of red and green predominated in the decorations. Many beautiful and useful gifts were received by Mr. and Mrs. Smith as tokens of regard from their many friends, amidst great gaiety. Mr. and Mrs. Smith were "remarried" by Rev. Sofia Norton as part of the entertainment. Remarks were made by Dr. Adah Patterson, Dr. Johnson, Lillian L. Lloyd and others, Mr. and Mrs. Smith responding. The gathering broke up about midnight, everyone declaring it a wonderful day and extending congratulations and good wishes for the future.

Following were the guests: From Los Angeles, Mr. and Mrs. M. M. Norton, Mr. and Mrs. Robert C. Lloyd, Mr. and Mrs. Omar Daugherty, Dr. Adah Patterson, Mrs. Mary L. Noble, Mrs. Florence Johnson, Miriam Ried, Mr. and Mrs. Frank Mickle, Mr. and Mrs. Richard McElliott, Mrs. Myra McElliott, Mr. and Mrs. Dan Howarth, Alice Hargraves (Niagara Falls, Canada), Mrs. Ida C. Lippencott, Mrs. Jessie C. Robinson and son, Mrs. Ada Shields, Mrs. E. M. Elliott, Mr. and Mrs. H. J. Cotter, Mr. and Mrs. W. A. Mogul, Mrs. Mary Duckworth, Mr. and Mrs. Ryzek and daughter, Mrs. M. B. Leslie, Mr. and Mrs. Chas. Moritz, Mr. and Mrs. S. Perry Jones, Mr. D. W. Norton, Roy C. Robinson, Mr. and Mrs. David Arvey, Miss Verna Arvey, Martin Arvey, Edna Louise Arvey, Mr. O. Sassaman, Mr. and Mrs. W. A. Carr, Mr. and Mrs. Dr. Galom Peters and sisters, Mrs. Hal Smith, Howard H. Gaster; from Whittier—Mr. and Mrs. Frank Parker; Mr. and Mrs. Cynia Parker, Price and Wayne Parker; Anaheim—Mr. and Mrs. John Hile, Mr. and Mrs. Harvey Hile; Pasadena—Mrs. Elizabeth Birdsey, Miss Elouise Birdsey, Dr. J. H. Carss, H. C. W. Johnson, Mr. and Mrs. N. E. Gallagher; Hollywood—P. W. Nagee, Mrs. C. E. Pierce; Santa Barbara—Mr. S. D. Blair, Mrs. Margaret Blair; Sierra Madre—Dr. and Mrs. E. A. Thomas and Mrs. Swanton.

Paul V. Moffat, who has been residing at 375 West Grand View, left Monday for Delano where he has been appointed district manager for the Southern California Edison Company. Mrs. Moffat and two children, Jeannette and Paul, will join him about the middle of the month.

Daughter Returns from Europe—

Mr. and Mrs. Nestor A. Young of 209 West Highland have received word of the return from Europe of Mrs. Young's daughter, Mrs. James G. Thurber of New York City, and her husband. Mrs. Thurber, who is the granddaughter of A. N. Adams, was formerly Miss Althea Adams of Sierra Madre and is well known by many of the young people here. Mr. Thurber is a playwright, and they were abroad to collect material of general interest, as he writes for Harper's and several other magazines and periodicals. While in Paris he acted as associate editor for the Chicago Tribune. From the first of December to the first of April he was associate editor for the Riviera edition. Mrs. Thurber acted as society editor, enjoying her duties immensely. During this period they lived at Nice, France, and through their work became intimately acquainted with unusually interesting people from America. The previous summer was spent in Normandy where, as do all good citizens, they acquired the art of bicycle riding.

It is interesting to know that during the world war Mr. Thurber was a member of the state department at Washington and during the peace conference he was an attache to the American embassy at Paris.

Mr. and Mrs. Thurber expected to come to California shortly after their return to the United States, but it was not advisable at present. Mrs. Thurber has visited here several times, her last trip being during the summer of 1915 when she was the guest of Mr. and Mrs. A. N. Adams and Mr. and Mrs. J. A. Osgood.

Entertained Notables at Afternoon Tea—

The home of Mr. and Mrs. Harold Carew of 449 Mariposa Avenue was the scene of an interesting gathering on Monday when a number of eminent people were guests at tea from four to seven o'clock. Several of the guests have been prominent in the ministry and other activities of the Methodist Episcopal Church. The guests of honor were Dr. and Mrs. William E. Huntington, Dr. Huntington being formerly president of Boston University where Mrs. Carew was a student.

Other guests included Dr. and Mrs. Bromley Oxnham of Los Angeles, the former having just been appointed to the faculty of Boston University where he will teach homiletics; Dr. and Mrs. Walter Sherman of San Francisco, where Dr. Sherman is pastor of the Central Methodist Church; Dr. George Preston Main, preacher and author of note, who has had two books published since his 80th birthday, "Life's Westward Windows" and "Science, Christianity and Youth"; Mr. and Mrs. Arthur Strong of Altadena, Mrs. Strong being the daughter of Dr. Main; Dr. and Mrs. George Dock of Altadena, Mr. and Mrs. George O. Robinson and Mr. and Mrs. John Legg of Pasadena, Mr. and Mrs. Joseph Taggart of Altadena, Mrs. J. W. Wilbur and Miss Daisy Haywood of Brookline, Mass.; Miss Mary Agnes Gleim, Mrs. S. H. Guilford and Dr. and Mrs. Gilbert S. Bovard of Sierra Madre. The hostess was assisted by Mrs. Bovard and Mrs. Dock, who poured tea.

Gibbs Market

QUALITY ---NOT QUANTITY
No. 1 Steer Beef Exclusively

SATURDAY SPECIALS

Legs Lamb	38c
Lamb Stew	15c
Pork Roast	30c
Pot Roast	18c
Rump Roast	25c
Rib Roast	25c
Bulk Mince Meat	25c
3 lbs. Eastern Kraut	25c
Pure Lard	20c
Compound	15c

FRESH FISH DAILY

Free delivery of orders of \$1 or more.

Gibbs Market

Main 245

38 West Central

Pictures Framed Linoleum Laid Window Shades Hung

Sierra Madre Furniture Co.

Blue 219

12-14 North Baldwin

We wish every success to our new
business neighbor,

W. R. HUMPHRIES

who is now located next door to

"The Store That Sells for Less"

R. G. McLELLAN & SON

DEPARTMENT STORE
SIERRA MADRE, CALIF.

Black 181

26 West Central

THE MONKEY WRENCH

Published in the Interest of Hardware, Plumbing and Paint Buyers.

No. 19

31-35 West Central.

Friday, Jan. 7, 1927

Vol. 1

1927 has surely started off with a line of weather entirely acceptable to our eastern friends now sojourning in Southern California. Of course it is only a sample of our regular stock.

Our Fire Laddies did a nice piece of work in their practice run to West Highland Monday evening. Such a demonstration gives us increased confidence in their ability to cope with any old fire that comes.

As a hardworking, honest, effective prohibition worker, give us a roll of Pioneer Composition Roofing. Why? Because when properly laid everybody under its jurisdiction is absolutely dry.

Suggestion: Don't wait for another storm before decid-

ing to repair that leaky roof. Do it now with our Pioneer Roofing.

And while you are in the mood, do that long-deferred job of painting, using a reliable brand of paint—Acme Quality.

In contrast to the many uncertainties of life it may be said that when we do a job of plumbing it can be depended upon, and that is no pipe dream.

The part of a motor car that causes more trouble than any other is the nut that holds the steering wheel.

Possibly you intend putting up a fence. We stock several kinds of wire fence

and steel posts and will cheerfully give you estimate of cost.

Contributor: "What's the matter with those jokes I sent you?"

Ed: "Well, some of them I've seen before. The rest I haven't seen yet."

The increase in our sales of Duco and Rogers Lacquers to ladies is a sure indication that they see the advantage of using these materials in dolling up all kinds of furniture. Many beautiful colors. Dries almost instantly.

Two weeks ago a Canadian announced that he was returning to Hudson Bay to get warmer. He would not think of such a move if he were here now.

Sierra Madre Hardware Co.

Tel. Main 98

Visited Parents

In this City—

William B. Wright returned last week to his home in Monterey after visiting his parents, Mr. and Mrs. J. H. Wright of 266 East Montecito during the holiday season. While he was here, Mr. and Mrs. Wright entertained at dinner Mr. and Mrs. W. R. Lees and son Richard, who were accompanied by Sam Lees.

Altar Society Holds Enjoyable Party—

A card party under the auspices of the Altar Society was held at St. Rita's Auditorium Monday night. There was such a jolly crowd present, the guests all looking forward to the next affair which will be held within a month, when as usual beautiful prizes will be given away and delectable refreshments served. These card parties are held quite frequently, and the public is cordially invited to attend.

Mrs. George Humphries, who spent several days in Los Angeles as the guest of Mr. and Mrs. Arthur Pratt and Mr. and Mrs. Paul Baugh, returned home the latter part of last week.

D. W. Pote, who has been spending the past month visiting with his daughter, Mrs. Joe R. Eastwood, left Saturday for Long Beach where he will spend the balance of the winter months.

VULCANIZING and RETREADING

that stand the hard wear of foot-hill roads.

We have been here long enough to prove that our work meets the test.

"General" materials used exclusively in our retreading and repairs.



AL MYERS
TIRE SERVICE

Main 248

62 W. Central

GENERAL
CORD

**WORK WANTED**

CARPENTER and cabinet work, jobbing of all kinds. J. A. McCloskey, 148 N. Mt. Trail, Red 48. 46ctf

HEMSTITCHING—8c and 10c yd. Mrs. C. F. House, Woman's Club House, Black 17, or Sadler's, 33tf:a

SITUATION WANTED: Day work of any kind, by reliable woman. 80 West Grand View. 14*16a

GRADUATE nurse will care for chronic or paralytic cases at her home; terms reasonable. Diet kitchen; orders before 8 a. m. 329 N. Auburn. Red 19. 14:16a

TREE wrecking, trimming, topping and removing. J. L. Bunch, 1604 1/2 Acacia St., Alhambra, Cal. Phone Alh. 3826. 14:22a

FASHIONABLE DRESSMAKER: Fast worker, \$1.00 hr. Mrs. Braverman. Blue 165, after 6 p. m. 15*a

COMFORTS re-covered, tied, also any sewing. 234 N. Lima, cor. Laurel. Lindre. 15*17a

FOR SALE
Real Estate

FOR SALE: 4 rooms and sleeping porch. Lot 60x197. Fruit and shade trees. 3 blocks from business center. \$500 cash, bal. of \$4000, \$45 mo. including int. Red 111 evenings or Sunday. 77 East Laurel. 15*17c

FOR RENT

BELLA VISTA TERRACE—Has apartments for rent \$50 and up; office apt. 4; phone Blue 92. 23:tf

MIRA MONTE HOTEL—426 N. Auburn. Furn. rooms and apts. with or without meals. Phone Green 19. 1:tf

THE HAYDEN GARDENS—385-399 N. Baldwin Ave.; bungalows for rent; new and beautifully furnished; phone Red 28. 37:tf

FOR RENT—Furnished bungalow, and single apartment; Bellevue Court, 15 E. Mira Monte, Blue 146. 26:tf

FOR RENT: Furn. bungalow, 3 rooms and bath; garage; Zeller, 93 W. Mira Monte. Ph. Black 28 after 6 p. m. 14:tf

FOR RENT: Unfurnished 4-room; sleeping porch; garage; nice, clean. \$30 month. Enquire 65 E. Laurel. 14:16d

FOR RENT: 5 rm. beautifully furnished house, all modern, sun room, sleeping porch and garage, \$35 per mo. 2 blks. from car line; right in mts. 255 N. Grove. Tel. Black 195. 15:tdf

FOR RENT: 6 rm. and bath bung. Hardwood floors, double garage, lawn and fruit trees. Unfurn. \$65 mo. Generously furn. \$100 mo. Owner, Graham, Black 1. 15:tdf

FOR RENT: Unfurn. 3 rm. house. Bath, 2 screen porches, garage. Blue 186. 290 W. Central. 15:d

FOR RENT: Furnished, attractive home, double garage, large grounds, pipe organ installed, close to mountains, ideal place for small family. Low rental to desirable tenants. Robert Mitchell, owner. 4 N. Baldwin Avenue. 15:17d

FOR SALE
Miscellaneous

FOR SALE: Excellent 3-4 size violin and case. Bargain at \$25. Phone Red 37. 5tf

FERTILIZER: Pulverized cow manure for lawns and shrubbery. \$1 per bag, delivered. Ward Nursery. Blue 29. 37:tf

FOR SALE: Child's combination high chair, cost \$12, like new, \$4. Red 70. 65 E. Laurel. 14:16e

FOR SALE: Spineless cactus for planting, blades \$2.50 per doz. Red 70, 65 E. Laurel. 14:16e

FOR SALE: Honey, pure orange blossom, 5 lb. cans \$1.00; crated for mailing, \$1.15. Free delivery. H. Davenes, 136 West Carter Av. Phone Black 81. 14:tf

FOR SALE: Good iron gate, 5'x10'. \$5.00. 445 East Grand View. Green 86. 15:e

FOR SALE: Direct action gas range. \$10.00. Good condition. Leaving town. Green 134. 15*e

BARGAIN: \$700 Player Piano for \$250 cash. Also child's white reed cot, \$4.50. Red 16. 14*16e

ORANGE wood for fireplace. Ph. Blue 46. 15*e

FOR SALE: Armstrong electric stove; nearly new; about half price. Dr. C. F. Stoddard. Ph. Black 62. 15:tf

FERTILIZER FOR SALE—\$3.50 load; Main 242. 35:tf

CARBON BRIQUETS at Poehler Feed and Fuel Co. Fine for stove or fireplace. Tel. Black 22. 15:e

FOR SALE: Spring wagon, very good condition. Price \$20. 180 Canyon Ave. Green 51. 15*17e

EXCHANGES

FOR EXCHANGE: \$700 equity in fine residence lot for good used car, value up to \$1000. Address Lot Owner, care of News. 47:tf

Miscellaneous

EYES EXAMINED, glasses fitted. Call or phone. Fraiberg Jewelry Store. Tel. Red 184. 15:17i

WANTED—All kinds of junk; V. B. Goldberg; Black 142. 17:tf

FENCING—We erect and sell material for all types of fencing. Crown Fence Co., 890 S. Broadway, Pasadena; Tel. F. O. 157. :tf

FULLER BRUSH CO.
H. P. Davis, Representative
Special Christmas line now being shown. If you have been overlooked, drop him a card.
Address Box 697, Arcadia. 6:tf

ROOMS—BOARD

ROOMS—With or without board. Black 19. 43:tf

FOR RENT: Housekeeping rooms for ladies. \$2 per week up. Blue 30. 13*15h

LOST and FOUND

FOUND: Wool scarf. Red 231. 15*g

FOUND: Yellow kitten. Identify and pay for ad. Red 36. 15:g

LOST: Small 2-yr.-old female collie. Answers to name of Lady. Reward. Red 142. 15:g

Church News

News items concerning church services and other activities will be published under this heading without charge if brought to the News office by Wednesday morning. No standing notices will be run under this heading, as it is desired that all church news be timely.

Congregational Church

Rev. Arthur O. Pritchard, Pastor
A communion service with reception of members will be celebrated at 11 o'clock. The Pastor will speak on "Jesus the Bread of Life."

At 7:30 a service in introduction to the School of Missions will be held. Moving pictures

More Reasons Are Advanced HomeTrading

Two more of the prize winning essays submitted by school pupils in the contest conducted by the News and Sierra Madre merchants are printed here. The subject of trading with home-town merchants is again treated effectively from different angles. The essay by Ernestine Manning reflects the kind of spirit that would make any town more prosperous and worth living in. The essay by Dorothy Moore shows by concrete instances the economy and convenience of trading at home.

By Kathleen Moore, B6 grade
Why should I trade in Sierra Madre? Because we have better service, better things, encourage home industries, enlarge our stores by good patronage, save carfare, time, gasoline, parking expense and lunch money. Also we have better and quicker service and avoid dangerous traffic.

They wanted to cover the library floor with linoleum so they asked a dealer in Sierra Madre how much it would cost. The man replied that he was afraid they would not want his offer because it would cost so much. So they went into Los Angeles and priced floor coverings at quite a few stores. They found that it would be just as cheap and much more convenient to have it done by the Sierra Madre merchants.

One time a lady bought a set of table glasses here. She said she would leave them here and have them packed. The next day when the man went to pack the set he found one was broken. He could not send it that way so he went in to Los Angeles and found the same glasses but at a higher price. So you see some things are cheaper here.

I believe that it would be a good idea if we used the golden rule in doing to others as we would have them do unto us. You should not go against your home town but you should be loyal to your town.

WHY I BELIEVE IN TRADING IN SIERRA MADRE

By Ernestine Manning, B7 grade
This is my home town. I love it and its people and feel it is my duty to trade with them, that they may make it their home town too, and enjoy the friendship of its people and the beauty and peace of its location.

It is only justice to encourage their efforts to keep in stock our needs of up-to-date and reasonably priced merchandise, served to us with courtesy and appreciation. We will also create a deeper friendship and sympathy towards our community's progress. By making their business grow, improvements are added. The people, the city, our homes, all step ahead and we feel far sweeter in disposition, less tired, time saved and have encouraged the merchants, too, making ourselves better citizens to our community.

With stores where we have found the service and merchandise are reliable and dependable, we have no excuse to go elsewhere. Nor can we call ourselves cooperative citizens and expect their interest in community activities unless we do trade with them. Can we call on them to support our welfare needs while we are trading away from home?

To make better business, good citizens, for the best of the communities—Sierra Madre. I believe in trading at home, to live and let live.

showing the life and religious customs of Egypt and India will be shown.

Next Wednesday the first session of a class on the study of Islam will be held. The group will study "Young Islam on Trek" under the leadership of Mr. Pritchard. All interested are invited.

Bethany Temple

Elwood P. Lyon, LL.D., Minister
9:30—Sunday School. Dr. F. H. Cram, Superintendent.

9:30—Sunday School. Dr. F. H. Cram, Supt.

11—Worship and sermon, "Isaiah, the King of the Prophets."

6:30—C. E. meeting.

7:30—Song and sermon, "A Land and Life of Rest."

7:30—Tuesday, Bible Class. Dr. Lyon. Everyone welcome.

7:30—Wednesday, Church prayer meeting.

Church of the Ascension
(Episcopal)

The Rev. M. D. Kneeland, B. D., Rector. The Rev. Wm. Carson Shaw, Rector Emeritus.

January 9, First Sunday after Epiphany.

Holy Communion, 7:30 a. m.

Church School, 9:30 a. m.

Matins and sermon, 11 a. m.

January 13, Thursday, Octave of the Epiphany.

Holy Communion, 9 a. m.

The Woman's Guild will meet Friday, 2:30, in the Parish House.

Annual Parish meeting and dinner, Parish House, January 13 (Thursday) 6:30 p. m.

Christian Science

Corner Highland and Hermosa
Christian Science Society of Sierra Madre is a branch of the mother church, the First Church of Christ, Scientist, in Boston, Massachusetts.

9:30 a. m.—Sunday School.

11 a. m.—Sunday service, subject January 9, "Sacrament."

8 p. m.—Wednesday testimony meeting.

Reading room open daily from 2 to 5 except Sunday and holidays.

St. Rita's Church

January 9, 1927. Masses, 7-9. Week day Mass, 7. Confessions for children, Friday 2:30 p. m. Confessions, Saturday 4-6, 7-9 p. m.

UNITY CENTER

Rooms over Woman's Club House, 270 West Central

10 to 11—Sunday School.

3:00 to 4:00—Thursdays, regular meeting. Everyone welcome.

Islam To Be Study Topic On Missions

The Congregational Church will have a school of missions in conjunction with other churches in Pasadena and vicinity. The school will consist of a class for adults on "Islam," meeting Wednesday nights at 7:30, led by the Pastor, and a class for Juniors meeting alternate Saturdays, beginning Jan. 15, led by Mrs. Morgridge. The series will begin next week and run for six sessions. As an introduction, moving picture scenes of life in Egypt and India depicting the religious rites will be given at the church on Sunday evening next.

Wheeling & Paden
Hardware--Paints--Oils

Special this week—

A-B Gas Ranges

from \$23.00 to \$200.00

20 per cent lower

than usually asked. Come in and get acquainted with us and our low prices, as well as the high quality of these stoves.

Gas Heaters, Household Hardware, Garden Tools, Garden Hose.

A good time to paint—Fuller's complete line; also window glass, oils, etc.

Wheeling & Paden

The Store of Quality and Low Prices

Blue 75

41 N. Baldwin

Polished Oak—the Floor Beautiful

THERE is nothing that yields so much of lasting satisfaction about the home as polished oak floors.

The beauty of polished Oak is admitted by all, its durability is unquestioned, yet many do not know it is inexpensive.

Oak floors are inexpensive for the reason of their permanency and because less labor is needed to keep them in order.

Old floors may be made beautiful by laying 3/4-inch oak flooring over the old floor. It is not necessary to disturb the old floor—just order ALLEY BROS. OAK FLOORING, engage a carpenter and proceed.

If you will give us the size of your rooms, we will cheerfully advise you the cost of material.

ALLEY BROS. LUMBER CO.

Main 23

East Montecito

NEW AUTO LICENSES SECURED

cheerfully and without charge for the service. Just bring in your certificate and check and we save you all the bother.

**Sierra Madre Garage**

J. MILTON STEINBERGER

Main 110

37-45 West Central

Wistaria Theatre
SIERRA MADRE

87 West Central
Phone: Black 226

Evenings: First, Show 6:45; Second Show, 8:30

Regular Matinee Every Saturday afternoon, 2:30

Friday, Saturday; January 7-8—

WALLACE BEERY and RAYMOND HATTON

—in—
"WE'RE IN THE NAVY NOW"

COMEDY—"BILL GRIMM'S PROGRESS"

Episode 7

Regular Matinee Saturday afternoon, January 8

Regular Matinee Every Saturday afternoon, :30

Sunday, Monday; January 9-10—

DOROTHY MACKAILL, JACK MULHALL, and CHARLES MURRAY

—in—
"SUBWAY SADIE"

COMEDY—"NOTHING MATTERS"

Tuesday, Wednesday; January 11-12—

MAE MURRAY

—in—
"VALENCIA"

COMEDY—"OPEN HOUSE"

Thursday, January 13, Only—

BETTY BRONSON, FORD STERLING and ALL-STAR CAST

—in—
"EVERYBODY'S ACTING"

COMEDY—"EAST IS BEST"

Friday, Saturday; January 14-15—

THOMAS MEIGHAN

"THE CANADIAN"

COMEDY—"BILL GRIMM'S PROGRESS"

EPISODE VIII



Announcing Our First

January Roper Range Sale

STARTS NOW!

25% allowed for your old stove.

More than 20 distinct models.

No down payment—one year to pay.

Free Delivery and Connections.

No interest charges.

ORDER YOURS TODAY

Southern Counties Gas Company

J. B. Beebe

District Manager

Main 117

16 West Central

SWEET ORANGES

Loose-packed orange box . . \$2.00

Loose-packed field box 1.50

Loose-packed apple box 1.00

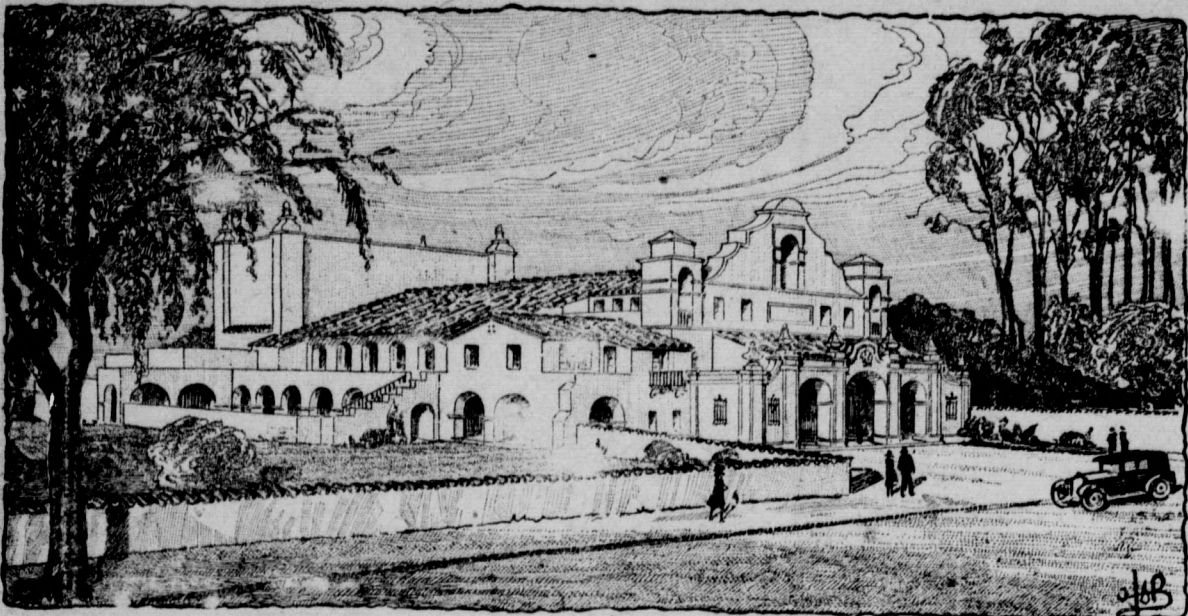
Fresh Navels from our own orchard:

M. D. WELSHER

CENTRAL MARKET

Grocery Phone, Main 6

Meat Market, Main 97



Mission Play To Open Late This Month

Perpetuation of John Steven McGroarty's Mission Play, the romantic, historical portrayal of the early days of California; the housing of the pageant-drama in its own permanent home, and the application of its net earnings in the near future to the preservation of ancient California landmarks is assured by the recent organization of the Mission Play Corporation.

The building of the new playhouse is now under way, the plans drawn by Arthur Benton having been adopted and amplified by Dodd & Richards, the present architects of the project, the contract for which was awarded the Wm. Simpson Construction Co.

When the Mission Playhouse is completed it will be indeed one of the show-places of California and will reflect the desire of its builders to create a harmonious setting for the play. The executive committee of the corporation consists of D. W. Pontius, chairman; Geo. I. Cochran, W. I. Hollingsworth and Samuel K. Rindge, who have complete supervision of the construction.

Open This Month

The building, together with the landscaping, equipment and costuming will represent an expenditure of in excess of half a million dollars, and completion is expected in time for the opening performance to be given on January 29, 1927.

The financing of this project was undertaken by public-spirited citizens of Los Angeles without hope of profit, and because of their civic pride and a desire to preserve the romance of our early days.

No common stock has been or will be offered for sale and as the stock and mortgage is retired, a non-profit corporation will be formed to perpetuate the play and safe-guard the property, and the profit accruing from the Mission Play project used for rehabilitating and permanently establishing the old Southern California landmarks. Thus good business lends its hand to historical romance for love of country, the executive committee directorate giving their time to the accomplishment of this work without any compensation.

The Mission Play means to California what the Passion Play, produced at Oberammergau, means to Europe, and the fifteen years that the Mission Play has been shown in California establishes the fact that it can be operated forever. While it abounds with religious sentiment, it portrays truly the very foundation and early history of California.

Tourist Magnet

There is scarcely a tourist that visits California who does not attend the Mission Play if they are here during the season it is operated, and there are hundreds of thousands of residents of Southern California who have witnessed the play. It is especially valuable to school children, who could not gather from months of reading and study as much education in the history of early California as can be secured from once witnessing this play.

Executive Vice-President Pontius said: "The dream of John

Steven McGroarty for a magnificent home for his play would never have materialized if it had not been for the untiring work of President Hollingsworth and his co-workers in raising the necessary funds. The contractors, architects and those supplying the material and furnishings for a home have in nearly every instance done so without profit. Mr. McGroarty has given the full rights of the play to the people of California, and not until the playhouse opens late in January will we fully realize the magnificent monument that has been established through a labor of love for our State."

"When in Rome do as the Romans do" is no longer advice; it's a command.—Wall Street Journal.

A short session of Congress gives greater assurance that the Federal bill will not be.—Chicago Evening Post.

It must be nice to be a king in a land where somebody else is important enough to be the target.—Rockford Star.

The bone that Al Smith has to pick with McAdoo may be assumed to be a wish-bone.—Norfolk Virginian-Pilot.

By taxing the unmarried men, Mussolini apparently wants to foster the fighting spirit.—Wall Street Journal.

Roumania evidently doesn't want any Christmas Carols this year.—New York American.

Forty thousand germs are said to be transferred with each good night kiss. The scientifically educated flapper, when he sweetie asks for a good-night kiss, will reply, "Don't bacilli!" —Chicago Daily News.

Everybody seems to speak with conviction on the subject of crime except our juries.—Norfolk Virginian-Pilot.

Doubtless the kangaroo was nature's first abortive effort to produce a cheer leader.—Palatka (Fla.) News.



ABRAHAM LINCOLN 1809-1865

"With malice toward none; with charity toward all... let us achieve and cherish peace among ourselves and all nations."

THERE is inspiration in the words and acts of great men that should lift us all above the pettiness of small advantages.

Ray A. Grant
FUNERAL DIRECTOR
Main 93
201 West Central

All would be well if the silk-worm could work up a fondness for the cotton-plant.—Arkansas Gazette.

The only man who makes a quick clean-up in Wall Street and gets away with it is a janitor.—Dallas News.

Modern woman's place seems to be in either the delicatessen store or the beauty parlor.—Wall Street Journal.

According to a morning paper women are now buying their dresses on the instalment system. We seem to have seen some of them wearing the first instalment.—Punch.

The correspondents tell us that a tax-reduction bill will soon be framed, but we are afraid that in the wrangle to ensue, the boys will frame the taxpayers, as usual.—Houston Post-Dispatch.

Romance and Comedy Fill Screen Bill

Two little boys in blue. That's how Wallace Beery and Raymond Hatton appear in their first Paramount co-starring comedy, "We're in the Navy Now," which opens tonight at the Wistaria. Their naval career is just one long laugh. The trials and tribulations of this comic team on their trip "across" combine to make "We're in the Navy Now" one of the season's funniest farces.

Seeing "Subway Sadie" which starts Sunday night, is as good as a trip to New York. Among the things of interest to be seen are Central Park, Cleopatra's Needle, Fifth Avenue, unusual shots of the subway, a New York night club, scenes in the Bronx, and the interior of the Casino in Central Park. Dorothy Mackail, Jack Mulhall and Charles Murray are featured in this picture.

Mae Murray's latest starring vehicle is a romantic story of Spain, "Valencia," coming Tuesday. The heroine of "The Merry Widow," "The Masked Bride" and other sensational successes plays a fiery circus gypsy enmeshed in a strange intrigue of high society.

In the parlance of Hollywood, Marshal Neilan's latest Paramount picture, "Everybody's Acting," which comes Thursday, is a "natural." In other words, it has all those elements of love, intrigue, romance, drama, suspense and good acting which are needed for a successful film. Betty Bronson, Ford Sterling, Henry Walthall, Louise Dresser and Raymond Hitchcock make it "go."

A minority party has one advantage. It needn't spend so much for whitewash.—Quincy Journal.

Happy thought. If the Democrats make a few more gains, the Republicans may get desperate and suspend taxes entirely.—Detroit Free Press.

The average married man would not worry about his wife wearing her skirts a little shorter if she'd only wear her dresses a little longer.—El Paso Times.

Everyone believes in Signs

The following signs, printed on heavy bristol board, and in large display type, may be procured at the News office for 5c each:

"FOR RENT"

"KEEP OUT
Private
Property"

"ROOMS FOR RENT"

"FOR SALE"

"NO TRESPASSING"

"FRUIT THIEVES
Will Be Prosecuted"

"PRIVATE DRIVE
Keep Out"

Other signs with like wording printed at a nominal cost.

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Optometrist

Res. 349 N. Lima St.
Office: 210 New Orpheum Bldg.
846 S. Bdway, Los Angeles
Telephone Vandike 2898

CONFIDENTIAL

Income Tax Adjustor, Notary Public
Formerly U. S. Revenue Service

JACK H. WRIGHT

266 E. Montecito St. Phone Black 95

By Appointment Only—
Sundays, Mondays, Wednesdays, Fridays
Day or Night. Terms Reasonable

Casa Del Sierra

A GENERAL HOSPITAL

for the treatment of Medical, Surgical and Maternity cases.

An open staff policy, with all graduate nurses in attendance. Scientific diet a specialty.

(No tubercular cases accepted.)

All light, airy rooms, with all modern conveniences.

Prices \$20, \$35 and \$50 per week

MRS. MACK
Superintendent

Tel. Main 239 122 N. Baldwin

Pasadena Express & Freight Service

We Haul Your Baggage, Freight, Furniture or Anything. Daily trips between Sierra Madre, Pasadena and Los Angeles.

SIERRA MADRE, Tel. Main 50; 97 East Montecito
PASADENA: Tel. F. O. 254; 39 East Colorado
LOS ANGELES: TUCKER 2686; 452 South Alameda

Sierra Madre

Funeral Chapel

304 W. Central Ave.
Wendell P. Cabot

Phone Main 27
R. R. Moreland, Mgr.

Ambulance Service



Deposit Cash

NOW!

to start a new savings account or to make the old one grow.

Savings Depositors: Bring in your pass books to have semi-annual interest credited promptly.

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COMMERCIAL SAVINGS
Capital Paid Up, \$45,000—Surplus, \$23,000

\$1 MEN'S SUITS Cleaned and Pressed

Phone Your Orders

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ROY EDWARDS, Agent

Red 42 Langley's Barber Shop 11 Kersting Court



Professional Directory



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Sierra Madre Office, 65 E. Central. 11 a. m. to 1:00
Phone Main 60

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Practice limited to diseases of the Lungs and Throat
Call Main 216
Appointments Made at Any Time

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Hours: 10 to 12:30
Office 8 N. Baldwin—Phone Main 160
Residence 354 N. Canon Ave.
Phone Blue 236
Secretary's Residence Phone Blue 28

GEO. W. GROTH, D.O., M.D.

94 N. Baldwin
Calls answered day or night
Phones: Blue 144; (res.) Blue 72

OSTEOPATHS

May Culbertson Laidlaw

OSTEOPATHIC PHYSICIAN
Hours by Appointment
Office and Residence 83 North Sunnyside—Phone Green 43

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J. L. Woehler Dentist

Sierra Madre Hotel Building
Telephone Blue 184
Evenings by appointment

W. D. TILLER Dentist

Hours: 8:30 to 12; 1:30 to 5
Office Closed on Fridays
Black 186 522 W. Central

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Licensed Embalmer
Main 93 203 W. Central

CHIROPRACTORS

C. F. Stoddard, D.C., Ph.C.

(For 3 years an instructor at the Palmer School of Chiropractic)
Hours: 10 to 12; 1:30 to 5
(Except Saturday) Tuesday and Friday, 7:30 to 8:00

Painless Adjusting System Used

71 N. Baldwin. Black 62
Res.: 395 N. Baldwin. Black 123

OPTOMETRIST

Dr. E. A. Fraiberg Optometrist

Eyes Examined—Repair Work
Lenses Duplicated
Red 184, Fraiberg Co. Jewelers

PIANOFORTE

Gustave Rihard Teacher of Piano

Music history, harmony, sight singing and counter-point; diploma and certificate honor graduate of College of Music, Cincinnati, O. Write 50 East Laurel, or phone Blue 111.

Oscar Rasbach Piano Pupils Accepted

Leschetizky Method
Phone Black 166
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MINIATURES

Ella Shepard Bush MINIATURE PAINTER

228 West Laurel Ave.

LANDSCAPE GARDENER

Jessie Ward Landscape Gardener

Plans Furnished—Work Superintended or Taken by Contract
Call Ward Nursery, Mt. Trail and Laurel—Phone Blue 29

WEBER'S RIGHT LIVING HEALTH FOODS and WHOLE GRAIN MILL
We carry a full line of de-vitalized, unsulphured, natural tissue-replacing, body-building foods. Agents BATTLE CREEK SANITARIUM Health Foods
Ask for Literature.
Mail Orders Promptly Filled.
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Sierra Madre Shop
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Blue 226 677 W. Montecito

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Gierlich Bros. Civil Engineers

Licensed Surveyors
Design and Supervision
Estimates, Plans and Maps
Phones: Sierra Madre Black 100
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Branch office room 3 Central Garage, Sierra Madre

BANQUETS and Dances

Beautiful Quarters in New Masonic Temple

Rental reasonable. For terms and dates apply to R. R. Hartman, 25 N. Baldwin.

THE AMERICAN LEGION

Sierra Madre Post, 297
Meetings 2nd & 4th Thursday of Month at City Park House
COMMANDER
Orville Emley, 128 No. Baldwin Green 113
ADJUTANT
Victor Hill, 47 S. Lima, Blue 163
Service Committee Chairman

Insurance

Aetna, Home, Royal, Liverpool & London & Globe, Fireman's Fund.
ANDREWS & HAWKS

81 W. Central Ave.
Phone Exchange 2

Why Ask For More Glory Than This?

Springville, Iowa, is a country town about ten miles from Cedar Rapids, whence came Mark Jackson to enjoy life in Sierra Madre. When the editor of the News was state news editor of the Cedar Rapids Republican, Springville was a prolific source of neighborhood news. The other day Mr. Jackson brought in the following gem of home-town publicity, reprinted from the weekly Springville New Era:

"It is customary for every small town to have about so many knockers, or is Springville over-blessed? We have heard so many of Springville's citizens knocking the town recently that we wish to tell them a few things that Springville has so that they can either do a good job of knocking or else keep still.

"In the first place Springville has an exceptional business block for a small town, two banks and a republican postoffice. She has two churches and two hundred home breweries. She has a water works system on the north side and a filling station on the south.

"She has for enlightenment a newspaper office, two barber shop, sixteen women's clubs and a telephone system. She has two men in town that do not belong to a lodge. She has Willing Workers, a Bethany Circle, an O.E.S. lodge, Royal Neighbor lodge, Rebekah lodge, F.W.C. club, S. S. Bridge, M.O.B. and a few B.V.D.s. She has a big store, a little store, a store on the south side and half interest with Martelle in another store. She has 500 automobiles and a few babies. She has a bus line and a depot, several old maids without hope and two fire companies.

"She has a few Danes but you have to go to the county seat to get the bounty. She has a beautiful cemetery and a few who are not buried. She has a good elevator and her flappers are as naked as any town's.

"She also has lots of money. She hires attorneys at the rate of \$75 an hour and has some rough streets, also forty-five loafers. She is very democratic. Some of her citizens build wooden buildings in the fire zone and others do not. She has about 650 citizens and 700 dogs. Her mayor makes you think of the cemetery. She has no ku klux klan and no colored supplement. She has a beautiful city park with an out-of-date school building for a background. She has a commercial club, but she made a mistake in electing a doctor to head the thing instead of an undertaker, but that's all right—the undertaker is going to have his chance at it, too, and before very long.

"She has some good looking school teachers and a drug store. She has twenty-one citizens who spend their winters in California, wishing they were in Springville, also a Beauty Shoppee, whatever that is. She has a splendid dairy with a creek back of it, also one of the best creameries in the state. And when Brookhart stated that Russia, that country which has forbidden all religion and destroyed the sanctity of the home, was second only to the United States, she has some citizens who voted for him and were proud of it. She has a few people who contribute to the support of the churches, also some others who expect to be preached over when they die. She has seventeen married men who trail around nights, also a nightwatch. She has more modern houses than any town of its size in the state. Her citizens are well read and intelligent. She is not overcrowded with people, but she has no room for knockers and before we run out of breath, we wish to sum it all up by telling them that we think Springville is the finest town in the state, and we are proud to call it 'My Home Town.'"

JERSEY DRIVERS MUST PASS EYE EXAMINATION

An eye test for drivers will be effective in the state of New Jersey after February 1, 1927, according to advices reaching the Automobile Club of Southern California. Applicants for drivers' licenses must pass an eye examination before permission to drive will be granted. Cooperating with the authorities are 108 optometrists who will serve on a board of examiners without pay. A strict color test and distant chart reading will be included in the eye examination.

CLEAN STREET PLAN WILL BE GIVEN A TRIAL

One of the first things to which City Trustee Isaacs turned his attention upon becoming a member of the board was that of keeping the streets of the business section in more cleanly condition. Heretofore, the streets have been swept only once a week. Before another week rolled around there was a great litter of old papers, leaves and debris.

Upon consultation with other members of the board, it was decided to experiment on sweeping the streets in the business district three times weekly. This will be done Tuesday, Thursday and Saturday mornings, by a special detail from the street department. In order not to interfere with other regular street work, the sweeping will begin about seven o'clock. Mr. Isaacs suggests that merchants can cooperate in keeping the business district looking spick and span by sweeping off their sidewalks the last thing before leaving at night.

There's an old saying that charity should begin at home. And why shouldn't it? That's where poverty usually begins. —Fergus Falls Journal.

A bachelor may feel more lonely at Christmas time, but he at least knows when he receives a present that he won't have to pay for it later. —El Paso Times.

Boy Scouts, Troop No. 2

Editor, Sierra Madre News.

Dear Sir: Yourself and the News have always been willing to extend a helping hand toward the betterment and success of the Boy Scouts of Sierra Madre, which we greatly appreciate.

You know of the boys' effort in trying to get enough money to have a cabin of their own at the Huntington camp. To earn enough money to do so, the boys of Troop No. 2 will start a number of scheduled paper drives beginning with this coming Saturday, January 8, and then regularly every first Saturday in each month.

We hope that the citizens of Sierra Madre will give us their support in this worthy cause by saving their old newspapers and magazines for the boys. The Boy Scouts will call and collect the bundles on Saturday.

You can also call Green 121 and leave name and address, to make it easier for the boys.

The Boy Scout Float

Did you see the Boy Scout float New Year's Day?

Yes, Troop No. 2 of Sierra Madre entered a float in the Rose Tournament parade and it sure was a "pippin." It was even mentioned in the Los Angeles papers. We wish to thank the city for help in securing the greens. Mr. Steinberger for the use of the truck, Alley Bros. Lumber Co. for the lumber, Mr. McCurry for his kind help, and everyone else who had a hand in our first attempt at a float.

We only regret to say that so few of the parents of the Boy Scouts showed any real interest in the boys' work. Perhaps they do not yet realize what Scouting means to the boys, themselves and to the community, but we will show them before long.

Again thanks.
C. F. Ishoy, Scout Master.
For Troop No. 2 of Sierra Madre.

HotLemonade To Be Urged As Cold Cure

An extensive hot lemonade newspaper advertising campaign will again be released during winter months by the California Fruit Growers Exchange to exploit this popular use and insure continuance of the existing good demand for California lemons, according to a statement from that organization. The number of markets receiving this campaign has been greatly increased, hot lemonade advertising being scheduled this winter for ninety papers in eighty-five of the most important consuming centers.

While sales of California lemons by the exchange are well over 100 cars ahead of any previous season for November and December, the exchange hopes to put still greater quantities of lemons into consumption during the coming months. With only a normal supply enroute to the markets and light stocks in the hands of the trade, demand is very good and prices on the up-grade, an encouraging outlook at the beginning of the new year.

A new feature in connection with hot lemonade advertising is the distribution of 24,000 "jumbo" window strips, which consist of 6x19" enlargements of the advertisements. These will be distributed by dealer service men and

district managers as the campaign is released, furnishing a tie-up in the retailer's window with the copy in the local newspapers. Dealer service crews will also arrange as many special lemon windows as possible.

This hot lemonade advertising is perhaps the most interesting of the campaigns released during the year by the exchange. As in past years, the complete schedule in mat form is sent to each of the exchange district managers throughout the United States and Canada with instructions to place the copy with the newspapers when the advertising will be most effective.

The initiative for releasing such advertising on lemons is particularly opportune as the district manager alone is best able to judge from local conditions the proper time for the advertisement to appear. As inclement weather occurs in various sections, these advertisements calling attention to the simple remedy of hot lemonade for colds appear, creating demand for lemons.

The campaign this year consists of twelve insertions with a circulation for each issue of 10,093,798, or an aggregate total for the entire series in all markets of 121,125,576. The insertions are so arranged in groups that they may be used continuously or as two or three shorter campaigns, depending upon the local sales opportunities.

Women, according to a leading feminist, "are making greater strides than ever before." Naturally. They are less impeded than ever before. —Arkansas Gazette.

Mussolini is hailed as a deliverer, but what Europe needs isn't a deliverer but a receiver. —American Lumberman.

"Congress faces 12,000 bills at opening," but think what dad will have to face after Christmas. —Wall Street Journal.

A lady M.P. is demanding equal rights for men and women. All men will support her in her gallant fight for their interests. —Punch.

Mussolini has imposed a bachelor tax. Whether the move is designed to raise revenue, inflict vengeance or exalt justice is not stated, but we are inclined to favor it. —Houston Post-Dispatch.

Grow Your Own Avocados

Why pay 50c to \$1 per pound for Avocado fruit? Plant a few trees in your own back yard. It will pay you big interest. Avocado fruit is equal in food value to milk, eggs or beefsteak.

Pedigree trees of the leading varieties.

\$3.00 and up



Fan C. Egg Dan D. Milk

Nice fresh eggs and creamy goat's milk
Make all who take them feel finer than sik.

Ruth Cornuelle Elizabeth Polsue
Black 101 Black 51

Look Your Best

Let us keep your clothes looking like new. It's real economy.

MEN'S SUITS \$1.00
Cleaned and Pressed

Sierra Madre Tailors

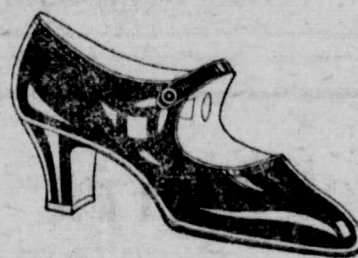
W. E. CRAIG
TONY DELVECCI

Blue 194
14 W. Central

Our Tenth Anniversary

SHOE SALE

To celebrate our Tenth Year of successful business in Sierra Madre, we are going to give you the advantage of buying quality merchandise at exceptionally low prices for cash!



WOMEN'S SHOES

Dress Straps or Oxfords. Large assortment of styles and leathers. Low Cuban or Spanish heels. Anniversary price \$4.45

Box Specials—These consist of many discontinued lines in Oxfords and Straps; Patent, Satins, black or brown Kid; values to \$6.50.

Help yourself at \$3.45

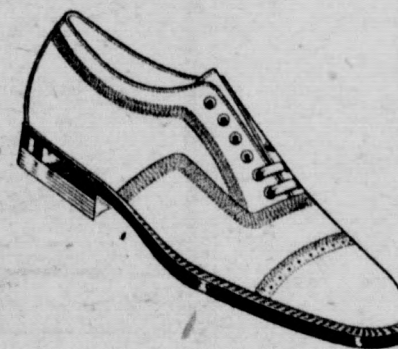
To advertise our REPAIR DEPARTMENT to those who are unacquainted with our first-quality work we offer

10% off on all repair work

Men's Shoes

Black, brown or tan Shoes and Oxfords; all good styles; values to \$7.50. Anniversary price \$4.45

Racine and Edmund foot-fitters; best of quality; latest styles. values to \$8.00; now \$5.95



Men's Shoes

Work Shoes; moccasin toe, Uskide sole; built for wear. Anniversary price \$3.45

Genuine Munson last, Retan Elk. Goodyear Welt sole. \$5.00 value \$3.95

10 to 20 pct. off on all tennis shoes

BOY'S SHOES

Nifty tan Oxfords; latest college last. \$4.15
Anniversary price

Officer dress Oxfords for boys, sizes 2½ to 5½. \$2.95
Closing out price

Good sturdy school shoes; army last. \$2.95
\$4.25 value

Many styles in high or low Children's Shoes, all greatly reduced for this special event. Don't pass this opportunity to buy shoes at prices that satisfy.

Sale Starts Saturday, Dec. 8, 8 a. m.

OLSEN'S

Tel. Green 38

34 N. Baldwin

KNOCK THAT COLD

with our Special Cold Capsules. We sell them at 50 Cents a box with a money-back guarantee.

For people who have other favorite remedies, we have most of the standard preparations.

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EXPERT Tree Surgery

Pruning and Fertilizing
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Dangerous Limbs Braced or Cut Back

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